

HOW TO MAKE SOMEONE FALL IN LOVE WITH YOU

Based On The Psychology Of Falling In Love



BY: M.Farouk Radwan

HOW TO MAKE SOMEONE FALL IN LOVE WITH YOU

Based On The Psychology Of Falling In Love



BY: M.Farouk Radwan

M. Farouk Radwan

1

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Testimonials.....	
About the book	4
About the Author	5
Part I	
The biggest mistake.....	7
Trying to impress people the wrong way	
.....	7
It all starts with research!!	
.....	7
Part II	
The Two steps of falling in love.....	10
Is it possible?	
.....	10
Making it possible.....	11
I have what you need	
.....	12
Love and security	
.....	13
I am just like you!!	
.....	14
Establishing rapport	

Voice matching:	15
Match the words.....	17
Stand tall.....	18
Your tone of voice	20
Love Economics	21
How to walk.....	22
Part III.....	
The Relationship with parents	24
Induced Addiction	25
Induced excitement.....	27
NLP Representational systems & falling in love.....	29
Subconscious Mind programming.....	30
Intellectual level matching	33
Changing his idea about your looks.....	34
Give him what he doesn't give himself	35

Correct positioning	36
Love & shopping	39
Meet his/her criteria:	40
The Criteria may change over the time	41
Cultural mismatch & criteria manipulation	42
Criteria introduction	43
Love & physical attraction	44
Love & cleanliness	44
Upgrades and downgrades	44
Music preferences	45
Fear removal	47
Accumulated guilt	47
Attracting someone online	48
What do you remind him of?	49

M. Farouk Radwan

Telling him/her	50
Unfinished business and parents	51
How to make people love you	52
Part	
IV.....	
Raising the attachment levels.....	54
Growing closer to one another	
.....	54
We are destined to be together.....	55
Channel block.....	56
Ego involvement	
.....	56
Threat induction.....	58
Reverse Psychology	
.....	58
Triggering Stubbornness.....	59
Reverse psychology and the Ego	
.....	60
Network of thoughts	
.....	61

Love & your immune System	62
Create lasting memories	63
Why did he stop loving me?	64
You don't love me.	65
Seeking compatibility	66
Final words	67
Appendix A:	67
Appendix B:	68
Appendix C:	69

Testimonials

"Two pages only out of the whole book were used against me, induced addiction and love economics and they worked, i am in love with her even though i know its the book's effect!!"

Anonymous

"This can become a dangerous weapon if the wrong person bought it"

Anonymous

"Earlier I used to think that if you loved someone and he didn't love you in return then You can do nothing about it until I read this book, I tried it and it worked for me"

Hazem

"As much as this book increases your chances in making someone fall in love with you, it wil also make getting over someone, a lot less painful, and faster..."

O. Elattar

M. Farouk Radwan

3

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

"I haven't read such organized ideas in such a long time nor convincing methods

"

Miligy

"Thanks a lot for the book man, it's now one of the best self-development references in my e-book library :)"

Fady

"Even the devil himself can't come up with such ideas!!!"

Anonymous

About the book

This book is, without doubt, the most powerful book on our planet that covers the topic of making someone fall in love with you. Up to this day, I can assure you that there is no other book similar or even close in content to this one. It is by no chance a 100% guarantee that the other person wil fal in love with you, but it wil definitely increase your chances by ten folds This book is not about intuitive tricks or a logical idea that can be easily guessed, but is rather one that is based

on complex psychological principles simplified enough to be understood by all. Most of the techniques in this book are backed by psychology and scientific research.

My aim behind writing this book is to help married couples to restore love back to their relationships, and to help those who are serious about a long term relationship with marriage its main goal; nothing more!! If your intentions are finding a girl friend or fooling someone into falling in love with you then this book is not for you. Other than that, I am not responsible for the problems that might arise upon misusing this information.

The reason I have to write such a harsh disclaimer is because this is not an ordinary book; it's a weapon that can either be used in good or evil. If other books, ones talking about how to make someone fall in love with you, are guns then this book is the nuclear bomb of them all!!

May God witness my intention behind writing this book and that I intended not to cause any harm to humanity by writing it.

M. Farouk Radwan

4

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

About the Author

Farouk Radwan is a personal development trainer and a motivational speaker.

He is the owner of Empowerment, a company that provides personal development training and consulting. He is also the sole owner of the

website www.2knowmyself.com which gets more than 350,000 hits per month. Farouk is a certified NLP practitioner (American board of NLP) and a certified hypnosis practitioner (American board of hypnosis) with a diploma in behavior therapy.

Farouk was interviewed and his work was covered by several Egyptian TV

channels and popular newspapers like OTV, MBC, El Youm TV, Cairo Today, International Herald Tribune and A-l ahram news paper.

I would like to thank my friend Mennat Abou-Shoer; the book's editor, for revising the book and correcting al linguistic issues. Below is her bio:

About the Editor

Mennat Al ah Abou-Shoer is an Egyptian American with a love for the English language. Graduated from the faculty of Arts English department, literature section and has ever since been working as an English and World History teacher.

A Word from the Editor:

Trying to figure out what I want to do for life I picked up writing, editing and translating besides teaching. When not working on al the previous, I fantasize about my dream job of being a fashion designer; for practice, I harass my friends into designing their clothes.

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Part I

Misconceptions about

making people love you

M. Farouk Radwan

6

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The biggest mistake

The biggest mistake people make when trying to make someone fall in love with them is thinking there is a universal formula for capturing the heart of everyone. They think that there is one specific method that can be applied to everyone around them, as it is without doing any changes.

Humans are very complex creatures; each one of them has his own

beliefs, background, past experiences, dreams and values. The fact that one person likes something doesn't necessarily mean that the next will. The same goes for human traits; what attracts one might not attract the other.

A guy can draw some girl's attention by having some kind of resemblance to her father for example, and might not draw the next girl's attention for bearing no resemblance to hers. What I am trying to emphasize is that everyone has his own key and there definitely isn't a master key that works on everybody. All you need to do to make someone fall in love with you is know more about his key, then pop it in to open the door to his heart.

Trying to impress people the wrong way

Another mistake that people make when trying to impress someone is thinking that he'll be impressed most by what impresses them themselves. If you're the kind of person who's usually impressed by money, that doesn't mean that others will die for you on account of your ultra expensive car. Who cares about your money as long as they don't need it? Who cares about your courage as long as they have tons of it? Who cares about your super sized muscles as long as they feel secure on their own?

In other words, what impresses you as a person may be way different than what impresses others, amongst which might be the person you are trying to impress.

It all starts with research!!

Lots of books, even very popular ones, have tried to simplify the "falling in love"

process by focusing on the first date; the things you should do when you encounter a potential partner and the right body language to use when meeting that one person.

Lick your lips, be well depressed are among the very popular advices

you will find in almost every one of these books. While these advices might come in handy, I am sure you have done them all before and all you encountered was M. Farouk Radwan

7

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

rejection. Getting someone to fall in love with you is such a complex process that cannot be accomplished by such tips; it's a process that requires a deep understanding of the person you like and the things that interest him the most.

If you want someone to fall in love with you then you needn't go show him how kind you are nor do you need to go to the gym and build super sized muscles; all you need to do is start a research. You need to scan this person's background, past experiences and values; you need to get more information about his un-met needs, relationship with his parents and his unresolved inner conflicts. And since the aim behind this book is restoring love to your marriage, I don't think collecting this kind of information should be a problem.

The point behind collecting such information is to get to know the person's deepest needs so you can provide them with it; it's like we are reverse engineering this person in order to know more about his components and how we can affect them.

You'd think that such a research would take time or that it'd be difficult, but in such a time where the internet is dominating communications between people, you can know a lot about your partner by just holding a search in some social networking website. Whatever the information, it will come in handy; hobbies, relationship with friends, dreams and values are all things that can be really valuable. Never under estimate the information you run into.

I have been receiving lots of emails lately asking me to add a part in the book that explains how such information can be collected in more detail. As a response I have added appendix C to the book; it's a col-

ection of very practical steps you can use to collect more information about the person. After reading the book, make sure you refer to appendix C.

In part three of this book, I'll be examining some of the key info you can collect about a person, I'll also be explaining how you can make use of each one in order to have the person fall for you. Yet, you can't expect them to fall for you by just picking one or two of the following advices; just know that the more things you do, the more the chances of the person falling for you.

M. Farouk Radwan

8

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Part II

How to begin

M. Farouk Radwan

9

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The Two steps of Falling in Love

Contrary to common beliefs, everyone who is currently single is in a continuous search of someone to spend his/her life with, even if he/she believes that this is not the right time for a new relationship, his/her subconscious mind will always be in a continuous search for that someone who will meet his/her unconscious criteria. A person's unconscious criterion is the list every one of our species has stored in his/her mind; it's the criteria based on which you will pick the person

you're meant to spend the rest of your life with.

As soon as someone matches your list, or even most of it, you'll become emotionally attached to him/ her. Once you manage to reach that stage of attraction, you then move to the step of getting them addicted to you. So basically we can divide the 'falling in love' process into two major steps; inducing attraction and getting the person addicted to you!!

Again, in order to attract a person to you, you'll need to first understand what makes them tick, instead of just following universally wide techniques that never work, with the exception of a few rare cases. Since every one of us is unique, the generic advices given everywhere on the web will do nothing but give you a slight push.

How about this example, you meet a person who's really into skinny girls, his subconscious criterion will state that unless the girl is skinny, he will not fall for her. In such a case, none of the self-help books out there will ever help you unless you somehow manage to evade his subconscious criteria. Later on in this book, I'll be explaining how, using a technique called criteria violation; you can evade a person's unconscious criteria and have them fall in love with you, even if you're not exactly what they're looking for!!

Is it possible?

99% of the human population never fall in love unless they know the person in prospect is reachable. Why do you think people (most of them) don't fall in love with the celebrities they see on the television? Surely those celebrities meet the criteria of a big number of us, so why is it that we don't fall for them? Why don't we fall for our soul mates when we see them on the television?

If you've always thought that your heart is the one responsible for falling in love then you are going to face a dilemma trying to answer this question. The truth is it's your mind that's really controlling the process of falling in love. When your mind realizes that someone is inaccessible or unreachable, it may remove him/her from your list of potential partners, even if they met all of your criteria.

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Consequently, if that person feels you're out of their reach, they may not fall in love with you; when feeling in your reach, that'll definitely help them feel safe to fall for you.

This means that unless the person feels or regards you as a potential partner, then chances are he won't fall for you. Being a potential partner isn't about being physically reachable or seen as much as it's about being psychologically available and reachable; at times, it's the psychological barriers that stop people from being attached to others. For example, a shy person, or a person who isn't really confident might not fall for the popular girl in school or college if she seems to be arrogant or distant. This facade of arrogance or unavailability will send signals to such a shy person; he wouldn't see her as a potential partner simply because, to him, she's unreachable.

So, for you to succeed in having a specific person fall for you, you have to show him that it's possible for you to have feelings for him first. As soon as you do, you'll be labeled to him as a potential partner and can then move on to phase II where he compares you to the criteria he has in subconscious and see if you match him or not. In the next few lines I will be explaining how you can become a potential partner without doing anything extraordinary, and how you can attract anybody you choose to you.

Making it possible

Have you ever wondered why it is you're in love with this particular person? It's because you met him first and he bypassed your subconscious criteria. But again, I am sure that you've met lots of people and never thought of them again; then why did you fall for this specific person? I bet it's because, other than the fact that he bypassed your subconscious criteria, you felt that he is reachable to you and

that's probably been decided after meeting him many times.

I am sure you have met people whom you never thought you'd even like when you first met them. But then, after meeting them again and again, you started developing feelings of some sort for them. From that, we can conclude that the more frequently you make yourself visible to that person, the more he manages to see you, the more likely you can program his mind to put you in his list of potential partners.

As I said before, barriers are not only physical but are sometimes psychological.

If someone believes that you will never be interested in him/her, then chances are they won't fall for you. Looking someone in the eyes and holding the gaze for a while could fool his/her subconscious mind into releasing some kind of love hormone which could result in a sense of attraction. When talking to that person, make sure you hold their gaze for a bit longer than you'd usually do. Not only will M. Farouk Radwan

11

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

this will help you with the releasing of attraction chemicals in the brain, but it will also result in them setting you, in their mind, as a potential partner.

The other important thing you must do, if you manage to come in contact with that person, is not to be arrogant, showy and not make him/her feel that you are not interested in him/her. Lots of people might mistakenly think that playing hard to get will increase their chances of winning over their particular someone. The truth is that if you overdo it in the beginning, the message you're sending isn't that you're hard to get but rather impossible to get and you'll thus be eliminated from their list of potential partners.

Smiling at him or at what he says is also among the things that you

can do to remove the psychological barrier of fear he might be having. Again, smiling for years to someone who doesn't think you match his criteria won't work. Have you ever seen a person on the street then said to yourself "I would never marry this person even if he was the last on earth?" what would happen if this person smiled at you, gazed at you and told you that he likes you? Will you ever like him? You might feel happy because his expression of admiration has fed your ego, but you'd never fall for him simply because he doesn't match your criteria. .

Being a potential partner cannot happen unless the person is attracted to you and attraction doesn't occur unless you are a potential partner. As you can see being a potential partner and getting that person attracted to you are two sides to the same coin. Being around the person and gazing in his eyes will surely make you reachable for him but what guarantees that it will attract him to you?? In the next few sections, I'll be telling you how you can attract that person to you using the simplest of techniques.

I have what you need

One of the reasons people fall in love is to compensate for things they're missing.

For example:

- A girl who was raised in a family with serious financial problems would be attracted to wealthy men or to a very ambitious young man who has the prospect of becoming rich one day.
- A guy with a poor self-image problem would be attracted to beautiful girls
- A girl who doesn't think of herself as very smart would be easily impressed with a smart witty guy.

There are hundreds of examples that could be given under the same concept. It's human nature that people compensate for their weak points; they do so by M. Farouk Radwan

The Ultimate Source for self understanding.

Copy right © 2008

setting preferences for the traits they're trying to acquire in their subconscious mind.

After researching the person's background and past you will be able to know his weaknesses and what he dislikes about himself. With that knowledge, all you got to do then is show him you've got it. You don't have to show him that you have the qualities themselves; you could just show him that you're in the process of acquiring them one day. (If a girl wants a rich man, she could be interested and okay with an ambitious guy who may become rich one day)

The following are some other examples of how people are attracted to those who can provide for what they need.

- Girls who need protection may become very attracted to guys who play martial arts because in their subconscious, he would be someone who can provide protection.
- Girls who feel lost or lack purpose in life would be attracted to a guy who seems to know his way, someone with clear set goals.
- A guy who lacks creativity may become attracted to girls who are creative thinkers.
- A guy who lacks assertiveness may become attracted to an assertive girl, if she treated him kindly

Again there are hundreds of examples but the concept is the same. People will always be attracted to those who will more or less compensate for their weakness and thus complete them. Know what the person needs and simply show them that you have it.

One final note, don't tell the person directly that you have what they're

looking for. Humans dislike others who talk about themselves and automatically think they're showing off or bragging. So, instead give people the chance to discover you themselves; it's more appealing and trustful. Reveal your good traits and let them see it instead of telling them up straight that you have it.

Love and security

People can only fall in love with those they feel secure with. If, for any reason, a guy doesn't feel secure around a girl or if a girl doesn't feel secure around a guy, then love can never happen between them.

M. Farouk Radwan

13

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

Feeling secure around the person is an essential criterion for loving them. This rule applies to all relations even friendship; a person is only considered a potential friend if you feel secure being with him. That's why a bully, or a person who always asks embarrassing personal questions, may not have close friends; people don't feel secure around him and thus choose not to get really close.

The question now would be, how do get people feeling secure around you? That is accomplished by showing how similar you are to them or to one of their parents. We've already covered how you can be like their parents so now we'll be dealing with how you can show you're similar to them.

I am just like you!!

It's been found that people usually fall for people with personalities close to their own, be the reason them feeling secure around them or for whichever or other reason isn't really the issue. What we care

about most is how to make that person think that we are similar to him. There are lots and lots of methods that can be used but here are some of them:

- Show him that you have similar values, especially the ones he values most. For example if honesty is very important to that person then you show him that you are honest.
- Show him that you have the same beliefs about major topics like God, religion and life. Yes of course you can have contrasting beliefs on stuff but when it comes to major issues like these; it's better to have the same ones, especially if he considers those beliefs an important issue. If those beliefs aren't important, then it won't have much of an effect.
- Establish rapport with him. Rapport is an NLP technique that you can use to make someone feel you're close and similar to. What's good about rapport is that it communicates directly with the subconscious mind, resulting in a feeling of similarity without realizing the reason on the conscious level. (See the next section below for detailed steps for establishing rapport)
- Show them that you have similar interests. One of the main reasons behind intimacy being lost after marriage is each of the couple spending time alone on his/ her interests.
- Show them you are of the same social level. People usually fall in love with those of the same social level; believing they'd have similar beliefs, values and culture. We all know that there isn't much that can be done M. Farouk Radwan

14

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

concerning social level, but we can make use of that point by following points; the similarity in beliefs, values and culture.

Again there are lots of possibilities; all you have to do is send that person the message that you are like them in whichever method possible. That message is never to be delivered directly; let them deduce it on their own.

TIP: Don't ever show that person that you have the same traits he dislikes about himself; a person usually falls in love with someone who complements the traits he likes about himself and who doesn't have the traits he dislikes.

Establishing rapport

Suppose that you've traveled to a foreign country, very far away from your homeland, where no one speaks your language. What would happen if, one morning, someone came up to you and said "Good morning" in your language?

What if you later find out that the guy is of your same nationality? What if you find out that you guys are from the same city?

How are you going to feel towards that person? You'll probably be feeling very happy to have met him and you just might end up as close friends. You've come up with that result because you've found someone similar in a place full of different people. If this person were to ask you for help, you'd willingly do so; if he demands something, you'd gladly comply.

What's been described in the paragraph before is a successful establishment of rapport between you and that person. The only difference between the rapport we want to, intentionally, establish with your partner and this kind is that this one was done on the conscious level; you were aware that the guy was very similar to you as you saw all the things you have in common.

Now the question is; how do you make someone feel you're similar to them, with them being conscious to it? It would be absolutely ridiculous to approach them saying something like:

Hey, I noticed you like football ; boy do we have that in common!!

Or:

Hey, you live right next door; we're neighbors pal!!

M. Farouk Radwan

15

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

All you'll get with that is bothering them. In order to avoid that, we need to establish rapport on the unconscious level, not on the conscious one, so the person eventually feels like they've known you forever but with no idea how!!

All you need to do is to mimic that person's gestures, tone of the voice and the way he speaks. That should be enough to convince his subconscious mind that there are things you both have in common.

In the first picture, (top left) two guys are facing each other. The guy on the right is aiming to establish rapport with the one on the left. In the second picture (top right) the guy changes his posture to one closer to the guy he's trying to establish a relation with. In the third picture the guy adapts the same posture of his friend.

TIP: It is very important that you carry this out on steps so the person's conscious mind doesn't not register or realize your mimicking him.

So what if your target changes his posture again? That's no issue; you

should change your posture again accordingly.

M. Farouk Radwan

16

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

How can you tell that the process has been established successfully?
By simply noticing; if you change your posture and your target changes his accordingly, then rapport has been successfully established.

.

Voice matching:

Matching the posture is fine, but in order to establish a more effective rapport, you will need to match the person's tone of voice; pitch, tempo, pauses, expressions used all are to be matched. Again, it's very important that the person's conscious mind doesn't notice that you are imitating their voice. Here are some of the speaking habits that could be matched:

- Some people speak fast while others speak very slowly
- Some people pause in between every few words.
- Some people repeat the same expression over and over while talking
- Some people move their hands a lot while speaking

The rule for establishing rapport is very simple; match whatever behavior you can match without letting the conscious mind of that person notice. A successful establishment of rapport will get that person to feel like he/she's known you forever; they'll want to help and grow close to you.

Match the words

Not only should your body language and tone of voice match, but also should the words the person uses and their talking style. Some people have the habit of repeating a specific word and others call objects certain names. In order to establish a perfect rapport with the person you love, you should also use the same words and phrases he/ she uses.

This must be done very intelligently because if the person feels that you are trying to mimic him on the conscious level, it might have a reverse effect. A perfect example on matching the person's repetitive words is how your partner could be used to saying "Get it?" after each and every phrase he says for example and then you start saying the same thing. First of, remember not to repeat it so much, and not to use the same frequency of repetition, else the person might feel like you're trying to act like him.

Some people use the word "Cell" for the mobile phone; others use the words

"Cell phone" while a third group calls it a mobile phone. As I mentioned before, a person won't fall in love with you unless he feels secure around you. These feelings of security won't come before the person feels that he is familiar with you.

M. Farouk Radwan

17

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

Using the same words that he uses is one of the things that can make him feel secure being around you, which in turn can help you establish a successful rapport.

Stand tall

When women were asked to describe their dream partners, a big number of them stated that being tall is one of the very important criterions they look for when selecting a potential partner. Women prefer men who are tall or at least of their same height.

You might be thinking that this section wouldn't be of any help if you're not tall.

The idea is not being tall but standing tall. When walking with a curved back you lose much of your power of attraction. Sadly, most people don't know how to move or sit with a straight back.

Relying on the science of body language, a straight back is an indication of confidence which further raises your sense of attraction. It was found that people prefer those who appear to be confident and in control than those who are shy or anxious. A straight back will definitely change the impression you leave on people and make you more attractive to your partner.

One of the reasons married couples divorce is finding something one doesn't like about the other, the annoyance keeps up until living with it becomes unbearable and they eventually lead up to divorce.

A woman can for example not like the way her husband eats; the more she sees him eat, the more repelled from him she becomes. Lack of self confidence can repel even more; the more you're seen with a curved back, the more reinforced the impression you've made on your partner is.

Your subconscious mind can spot people who are confident and those who aren't comfortable in just a few seconds. The only difference between me as a body language expert and any other person who knows nothing about body language is, not the ability to detect human emotions but, my ability to tell why that person is experiencing that emotion. In short, I can say that a specific person feels confident on account of a specific posture he's taking; while an ordinary person who has never heard about body language will just sense the feelings of confidence without knowing why.

So the advantage body language has is that it allows you to send signals or messages, even to those who don't understand body language. So why not send confidence signals to the person we love?? As you will see in this book, self M. Farouk Radwan

18

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008





confidence won't only make you attractive but will also increase the chances of having any person fall in love with you. I didn't find a book that didn't mention the importance of self confidence in making someone fall in love with you but neither have I found a book that illustrates in practical steps the process of emitting a confident impression.

To appear confident, do the following things:

- Never cross your arms or your legs; this only shows that you are uncomfortable or even afraid
- Clasp your hands in front of your stomach, not most of the time, but as often as possible.

- Put your hands behind your back, again not most of the time (see the picture below)
- Keep your back straight
- Walk with fast steps
- Let your finger tips touch each other once or twice in the conversation (see the picture below)
- Don't panic when you make a mistake or drop something; everybody makes mistakes. Confident people accept this fact, while those who lack confidence make a fuss about it.
- Never put both hands in pockets; this shows, in most cases, that you aren't satisfied with your self image

M. Farouk Radwan

19

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

TIP: A curved back doesn't always mean that you aren't feeling confident; it could be an indication of exhaustion, sadness or tiredness. No matter what the reason might be, keeping your back straight will definitely improve the impression you make on people.

Your tone of voice

Slight changes to your tone of voice can make you either more or less attractive; depending on those changes of course. It's found that women are attracted to men with deep manly voices while men are

attracted to women with very feminine delicate voices.

I even carried out some tests by monitoring subjects without their notice; I tried observing the changes that took place in their body language upon hearing someone speak. What I came to conclude was that their body language showed an attraction upon the other sex's talking in a specific tone; consequently there was a change in their body language according to the change in tone.

Of course this is a well known fact but my point was to prove it with body language evidence. Figuring out to make your voice manlier or more feminine is not an issue; the most important thing is that you know the effect your tone of voice can have on making you more attractive.

Obviously, this does mean that changing your tone of voice can result in changing your level of attractiveness; no one will ever fall for you on account of your voice alone, it has to be in addition to all the other factors. Just know that voice does play an important role in attraction.

In addition to training yourself on developing an attractive voice, you should know that a voice close to your partner's parent's voice will sound more and more attractive to her. It doesn't have to be the same exact tone of voice; just stick to these guidelines as much as you can:

- Mimic his/her tempo and pitch
- Use the words they use as much as you can.
- Match his/her talking-speed
- Use the same gestures he/she uses while talking

M. Farouk Radwan

20

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Love Economics

If you've studied economics then you're, most probably, familiar with the concept of supply and demand. The concept is very simple; if there's a lack of supply of a product, its price wil go up high and if there's an abundance of that product's supply, the price goes down. The higher the demand on the product, the fewer amounts left for everybody else, which in turn makes the prices soar. Now what's that got to do with love??

Surprisingly, it's been found that Economics can be applied to love!! Researchers have found out that a person's sense of appeal to others grows way higher when others know he's in demand. In other words, when people know you're wanted; you're highly in demand, your price goes up and you become more attractive than ever.

If you manage to find a way to have this person think that you're highly demanded, then you'll definitely grow more attractive. This can be achieved through several methods like:

- Having a third friend, of the opposite sex, talk to him about how great or beautiful you are
- Showing him how much you're liked by people while talking to him. For example say something like "I had this interview yesterday and I was told that I was the prettiest of all the applicants".
- Mention al the compliments that you've received before, but don't over do it, just in case you end up talking in a way that conveys you as an arrogant person. Also, make sure you check the network of thoughts technique explained later in this book; it wil help you talk about yourself as much as you want without seeming showy.
- Even if the person doesn't see you beautiful or great, you can program his mind into believing so using the subconscious mind programming.

Later in the book you wil find detailed steps on using and applying subconscious mind programming to convince someone of liking you.

- The mistake lots of people fall in is not taking care of the way they look as soon as they get married. They usually start feeling less attractive and as soon as this fact is conveyed to the other side, they too start seeing you unattractive. Taking care of your looks and health is vital to the long term survival of your relationship. Some women tend to believe that the fact that they have kids is enough to trap their man; that of course is not true.

If you are serious about your relationship, then don't ignore your looks even if you've been married for 10 years or more. The other thing is to let your partner know when someone compliments you, in case they haven't noticed. Yes it may trigger some jealousy, but on the other hand it will prove to your partner that you are still in demand.

M. Farouk Radwan

21

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

You don't have to lie to show people you're demanded, but if that's the case then subtly show the person you like how interested others are in you; your value will go sky high ☺

How to walk

Not only does the way you walk reflect aspects of your personality, it also reflects your current mood. If you're happy then you'll be probably walking very energetically and your speed will be faster than usual. When people feel confident and courageous, they walk in wide steps and tend to be steps ahead of their company on account of their speed.

Some people exert heavy pressure while stepping on earth; that's not because of heavy body weight but because they're persistent. Persistent people tend to walk with heavy foot steps that exert high pressure on whatever they are stepping upon. Although persistence is a good trait, such a walking style can indicate a lack of flexibility.

Some people walk slowly, dragging their feet behind them as if they have no energy to move. The lack of energy is usually associated with sad feelings or depression, but it could also reflect fear or uncertainty about what is lying ahead.

A cat walk is usually an indication of that person wanting to send one specific message: Look at me!! The same goes for guys who move as if they are models in a fashion show.

Walking with your hands in your pocket may indicate that you are not currently satisfied with your self image or your dressing style.

If your head's up while walking, then it means that you're probably experiencing a good mood, while moving with your head down means that you're not experiencing the best of feelings.

In order to send a message of confidence, energy and happiness to all those around you, walk with wide steps, keep your shoulders back and your head up!!

One other thing that can make you appear very confident is walking with a certain destination or appearing like you're heading somewhere, even if you have no such destination in mind. People's subconscious minds will interpret such a walking style as one that indicates a person who knows where is heading in life in general and not just in his walk.

M. Farouk Radwan

22

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Part III

Matching his criteria

M. Farouk Radwan

23

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The Relationship with parents

People fall in love with when the person meets a certain criteria that is defined in their subconscious minds. This criterion is based on this person's background, values, needs, past experience and beliefs.

If you already are familiar with someone's criteria, then well and good; match it and you've got a love story going. But the question is; how

can you figure out these criteria? The great thing about these criteria is that there are some definite factors that are almost universal for everyone, topped with their relationship with their parents.

General y a girl would be attracted to a guy who kind of resembles her father; that is of course if her relationship with her father was good. Likewise, a guy would be attracted to a girl who resembles his mother, again given that he is on good terms with the mother.

To sum it up, as a general rule, the key that's always applicable; if on good terms with the parents, the person usual y goes for someone who resembles them; father or mother according to the person's gender. Holding that thought, would they necessarily go for someone who resembles their parents physical y wise?

The answer would be no; people go for someone who has the same interests, acts, looks, talks or even walks like their parents. Of course the girl or guy would rarely notice these things on the conscious level; but they just find themselves in love with someone without the slightest hint as to why.

So the first thing you can do in order to make someone fall in love with you is to resemble his/her parent (opposite-gendered one). With a bit of research, finding out the role that parent plays in that person's life and mimicking it shouldn't be a problem.

To start your research you have got to know how that person perceives his opposite-gendered parent; is he a source of protection, money or nurture. Let's suppose that a girl loves her father so much because she considers him her protector. In this case al you have to do is mimic her father's behavior by acting like her guardian. You can also mimic the way he talks, walks and al those other small details as much as you can. By successfully doing so, you have actual y met one of the strongest criteria this person has in his mind.

You don't really have to have met that parent in order to get the information you need; al you need to do is observe how your partner talks about his/her parents.

Usually a person wil talk more about the parent he is attached to; so if

a girl's attached to her father, she wil mention him every now and then through out the M. Farouk Radwan

24

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

conversation. Of course, it wil be very clear from the way she talks if she's happy and excited or otherwise!!

You wil need to pay extra attention if your partner hardly ever mentions his/her parents; that would probably mean that they're not going through the happiest of times.

By the way, this doesn't only work with parents; the person may become attached to anyone who resembles someone important in his life, someone who's influenced his life in a good way. That person can be anyone from a sister, an uncle, a grandfather or even a close friend; it wouldn't real y matter, al that matters is that the person wil be attracted to anybody who resembles these figures.

Induced Addiction

What if your spouse became addicted to you? Will there be a chance of a divorce? No there wont, and that's why the induced addiction technique (invented by me) is one of the very powerful techniques that can help you make someone fall in love with you.

People become addicted to any pleasant experience they get used to. Try to suddenly stop one of the habits you are used to and see what wil happen. If you drink a cup of coffee every morning, try going to work without one and observe what happens. You'l , most likely, suffer the consequences of something cal ed withdrawal symptoms. This the feeling of discomfort associated with the process of withdrawal of anything you're used from your body. People who, for example, stop using drugs suffer from withdrawal symptoms; those of

course are more severe than those associated with not having your daily coffee!!

The simplest things in life can cause addiction; the way someone takes care of you, the way someone tells you 'I love you' or the way someone makes you feel worthy. If, for example, you're used to having someone tell you how much they love you, you will eventually get addicted to it being said and to the way it's being said.

Not everyone is addicted to the same things, but as mentioned before, you have to collect the information needed about your spouse so you can find out what's the best thing to be used to induce addiction. People who lack self confidence, for example, will be mostly addicted to people who make them feel worthy while people who feel lonely will become addicted to those who can provide a strong intimate relationship.

M. Farouk Radwan

25

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

There is another type of addiction on which a lot of relations are actually built on.

You'd think that relations would be built on real love, but in some cases it's the addiction of love that forms the base. People are sometimes confused about their feelings and think that it's real love that's keeping them together, but actually it's the addiction to how they are and them being together.

Concerning addiction, all you have to do is make provide your partner with something he/she needs, eventually, he'll become very attached to it and thus to you. Yet, a relationship based on love addiction is, of course, an unhealthy one so make sure it forms part of your relation and not all of it.

TIP: People are most likely to become addicted to something when facing a down time or when depressed. That's why some people get into relationships when facing a hard time; they fall for anyone who provides nurturing, and get addicted to it. During pregnancy and after giving birth women become much more vulnerable to the addiction of the nurturing they receive than at any other times.

Based on the previous tip you should use the technique wisely. If you are going to induce an addiction based on the phrase "I love you", then use it when your partner is feeling down or is having self-doubts.

Another good technique you can use is to become unavailable when you are most needed; at least for a few times so that you raise the intensity of the feelings your spouse is feeling towards you. As soon as you know that the

'induced addiction' technique has been successfully put into action, become unavailable; you don't have to travel to another country or hide to become unavailable, all you need to do is take away the emotional support you're giving with the excuse of being busy with work or something.

When a person is attached to you or becomes needy of you, the fact that you're unavailable would raise the intensity of their emotions and so creating a self reinforcing cycle of wanting you but not finding you there.

TIP: Don't ever become unavailable unless the person really needs you. If they aren't already attached to you then being unavailable would only make matters worse.

When the induced addiction technique is used against someone, you will leave him in a state of utter confusion; he will be haunted every now and then with questions like:

M. Farouk Radwan

The Ultimate Source for self understanding.

Copy right © 2008

- How am I growing more and more attached to her, despite the fact that there are lots of things I don't like about her?
- Do I really love this person?

In such a state of confusion, the conscious mind keeps complaining about what's happening while the subconscious mind learns to gradually accept that person's presence until they fall in love with you, despite the things they hate about you.

One of the signs of a successful induced addiction process is a needy partner; he will call more often, he will complain of you ignoring him and he will try to be with you as much as possible.

A person who is already needy by nature will become even needier via a successful induced excitement; that would consequently give you the signal that the technique is working just fine.

Induced addiction is one of the most powerful techniques that can be used to make someone fall in love with you. Sometimes the technique can be so successful to the extent that even when the person almost likes nothing about his partner, she/he still can't seem to let go of him/her. The violation of any of this person's values or core beliefs can even be acceptable if the addiction is established correctly; it's as if induced addiction is a short cut to bypassing most of your partner's unconscious criteria.

Induced excitement

People usually hate their jobs on account of the bad feelings they experience while doing it not because of the job or the task itself. Actually, we almost never hate the tasks but rather hate the feelings we go through and feel while accomplishing the task, and thus believe we hate the task. For example:

- You may hate appointments because of the stress you experience while trying to be on time
- You may hate your job because of the feelings of boredom you experience while doing a routine task
- You may hate a person because of the uncomfortable feeling you get when you're with them.

Thus, even feelings like hate and love may not occur on account of the person himself but rather on the feelings we experience when being with him.

Surprisingly, people can also confuse feelings of happiness and excitement they feel on account of a specific situations with their feelings about a specific person.

M. Farouk Radwan

27

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

When you're out with a person on a journey for example, the thrill you're getting off the journey can be mistakenly attributed to that person's presence instead of the journey.

So how can you use this piece of information?

Obviously, the way to go about it is to induce excitement in that person whenever you get the chance to; accompany him to thrilling experiences or even action movies. Eventually, he will incorrectly link those feelings of excitement to being with you and thus grow attached to you.

The process of sharing an exciting experience with someone takes the following steps:

1. At the beginning, he will feel happy and excited because of this amazing experience he is currently going through.
2. As soon he gets home, he starts recalling the meeting to experience the feeling of happiness all over again.
3. He may then start to ask himself questions like: "This is the first time I feel these kinds of feelings with her, what's wrong?" or something like "I had so much fun today, how is it that I've never noticed she's so nice before?"
4. If that person experiences those kinds of feelings over and over, he will eventually realize that these feelings are related to that person's presence, not anything else.

TIP: The extent of excitement someone feels depends on his background and line of thinking, so again you'll have to research what gets this person excited the most.

You might be telling yourself, "But wait; I know lots of people who share exciting experiences with each other yet never fall in love". This happens when the basic requirements for induced excitement are not met; they are:

- Accepting that person (You don't need to like him in order for induced excitement to work; you just need to accept him). If you don't accept them then for sure this isn't going to work.
- No violation of a major criteria (One of the strengths of induced excitement is that it subconsciously forces that person to, if needed, sacrifice some of their basic unconscious criteria; however, if the criteria is very important to them, it will not be sacrificed).

M. Farouk Radwan

28

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

NLP Representational systems & falling in love

One of the very accurate classifications of personality types are the NLP

representational systems. NLP representational systems classify people according to their inner representation system. The classification includes three major categories (there are others but those are the ones most important to us): 1) Visual representation system

2) Auditory representation system

3) Kinesthetic representation system

Before reading the rest of this section, you might want to take a quick look at **appendix A** in order to know how to determine the representational systems of others in just a few seconds.

A person with visual representation system puts a lot of consideration to the external appearance of objects. The phrase ‘I bought it because it looked good’ is often heard from someone with a visual representation system; visuals do give attention to other qualities but it seems that the external appearance of objects is what catches their attention most.

As you may have already guessed, the subconscious criteria of a visual person will always revolve around the “Must be good looking” criterion. Fortunately, as previously mentioned, beauty is a relative term; a visual person won’t necessarily be looking for a model, but will be looking for someone who catches his attention as good looking.

Looking untidy, unhealthy or not selecting your clothes properly may turn away visual people from you. It’s very important that you be in your perfect form when approaching or dealing with visuals; the first thing they will notice is your external appearance. This is a category of people who will take serious decisions, like buying a car for example, on how good the car looks. (Of course there may be other factors but

appealing appearances score way more when the person is a visual)

Visual people need a lot of eye contact to feel love and attention. It's very important that you look the visual person in the eye while talking to them; else they may feel that you are ignoring them. You will also want to give more eye contact to visual people than others; if you are used to maintaining eye contact for 60% of the conversation then make it 75% when talking to a visual person.

People with auditory representation systems give higher value to sounds. They may buy a car because they like the sound of its engine or the sound the door M. Farouk Radwan

29

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

makes when shut closed. Just as exemplified before, your tone of voice can increase your attraction to people, but for an auditory person the tone of voice will have an even greater value. If you want to affect an auditory person, make sure your voice is clear and confident in order to establish rapport with him.

As for people with kinesthetic representation systems, they give high weight to internal feelings and emotions; kinesthetic people must feel you before they can love you. They may not become comfortable with a car before they try it and may not like an object before they feel it. Touching is very important for kinesthetic people; touching or hugging them would be much more satisfying than looking them in the eye.

By familiarizing yourself with the person's representation system, providing them with what they need and want shouldn't be a problem and consequently you'd be closer to matching his criteria and making them fall in love with you.

Subconscious Mind programming

One of the most powerful things you can do to get someone to fall for you is to program their subconscious mind. The subconscious mind is a computer that stores data so if you were to find a way to add to or alter this data then you've managed to find a way to change their beliefs (whatever is stored in the subconscious mind is looked at as beliefs)

Have you ever wondered why big companies like coca-cola spend millions on advertising? Do you happen to know of anybody who isn't familiar with what coca cola is? Of course such a person does not exist. So the question now is; why do they keep advertising despite not having any new products?

They do so because they are familiar with the rules of programming the subconscious mind, which are:

- 1) Repeating the same things over and over
- 2) Removing opposing beliefs.
- 3) Bypassing any conscious filters

The more something is repeated the more the other person is likely to believe in it even if he wasn't convinced of it to start with. If you try convincing someone of something over and over, eventually, they will start believing it; that is with the absence of opposing beliefs.

When people refuse to believe in something, they usually can't be forced to it on the same day; things like that take time and step by step. Every detail used in the debate to change your belief is stored in your subconscious mind; when the M. Farouk Radwan

30

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

combined power of these details becomes strong enough, your existing beliefs will be shaken and thus getting you convinced will be a piece of cake.

So don't be sad if you're not able to change someone's belief from the first time; just know that your efforts were not lost, but rather stored in his subconscious mind. It's like saving your game so that you can resume playing later, your subconscious mind offers this auto save feature for free!!

That person usually passes through the following steps before finally believing in something:

- 1) No ability to believe it's true.
- 2) Feeling weird, but starting to doubt it could be true
- 3) Allowing the possibility of it being true in cases.
- 4) Believing it to be true but not the default
- 5) Giving up to it being true
- 6) Believing it to be true.

With every debate and repetition you are taking him further down these steps in the process of convincing him, until he reaches step 6.

You're probably asking what all this has got to do with falling in love? It's the same thing, but here you'll be trying to convince the person to love you!!

There's no way you're going to walk up to someone and tell them they have to love you; things like that said as directly usually have a negative effect, so instead you'll be showing them you're worthy of their love in an indirect way.

As long as you keep an appearance of tidiness, health and attractiveness, each time that person sees you; you'll be repeating to them the question: Hey, I'm great, why don't you fall for me?

If the nature of your job makes you unavailable most of the time, then know that this may be one of the reasons you're becoming less attractive to your spouse; it's like you turned off the subconscious mind programming.

This is also one of the reasons why long distance relationships fail. People who don't see each other frequently start to lose interest in each other because there is no subconscious mind programming. If you are forced, for some reason, into a long distance relationship, then make sure you use video chat and not just voice; this will have as close an effect to that of you being together.

We've agreed to the fact that repetition can get a person to like you but what if he's already having opposing beliefs; what if he's thinking that you are not the M. Farouk Radwan

31

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

one for him? In this case you're going to have to take things further; bypassing his conscious filters.

Back to coca cola, why is it that they pick the most critical part of the movie to play the advertisement? They usually do so in an attempt to distract your conscious mind; keeping the conscious mind thinking about the movie so that the road to the subconscious mind is open for programming.

Our conscious mind is like a gatekeeper that holds back unwanted beliefs or ones that oppose what we believe in from slipping into our subconscious minds.

What these advertisements do is that they bypass the gatekeeper by keeping him busy with something else. That's why you might unconsciously go buy a coke when thirsty; chances are you didn't have any intentions to buy the coke, but were thinking of just getting

any drink. You picked up the coke because you've been programmed to do so.

Have you ever woken up to the sounds of a silly song and then found yourself singing it all day long? This happens because the conscious filters take about half an hour, from the time you wake up, to function properly, and so anything that happens during this time goes directly to the subconscious mind.

Now back to the person you want to fall for you, how can you bypass his conscious filters? This is not as hard as it seems; the conscious filters can be bypassed if the person hears good things about you from a trusted source.

In other words, if you manage to succeed in persuading their best friend to help you; they could talk highly about you every now and then in your absence, this way you'd actually be programming their mind. Simply find the people they trust most and ask for their help; if they agree then instruct them to mention your positive traits to them every now and then. This will have a very powerful effect on them because it will be going directly to their subconscious mind.

TIP: Have them never talk about you in a direct way; after all, you do want to program their subconscious mind and not the conscious mind. They should, subtly, find a way to bring you up in conversations without actually appearing to be doing so on purpose.

The most powerful way to influence someone's subconscious mind is by having their best friend talk with them about you a lot; it must be positive talk of course.

People tend to believe those they trust and thus no one will have the kind of effect a best friend has.

M. Farouk Radwan

32

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

If you want to have someone fall in love with you, what you should do first is get his/her best friend like you. You won't even have to ask for that best friend's help; you'll be matching their criteria and consequently, have them like you. All you've got to do is match their best friend's basic criteria; that should do it. Obviously you won't be following all the techniques mentioned in the book on the best friend; after all you just want them to like you not fall for you!!

For an even more effective programming process, you should use a variety of sources. If you are able to convince three different people to together help you in the programming of their mind, this will yield in a ten times more successful programming process. Convincing their best friend, relative or friend to help with the programming, you will be bypassing their subconscious mind through different channels which should be enough to give a very successful programming.

The following are stages someone will be passing through before falling in love with you:

- 1) Not feeling interested.
- 2) Feelings of you being nice at times.
- 3) Concluding you are a nice guy.
- 4) Deciding to give you a chance.
- 5) Falling in love with you.

Intellectual level matching

People usually fall in love with those of the same intellectual level, if for some reason they believe that they're dealing with someone who isn't mature, a feeling of repulsion results. For that to be clear, we need an exact definition of the term mature? Now mature doesn't have a universal meaning and is pretty much a relative term and thus differs from one person's perspective to another.

General y speaking, it usual y takes interaction on the same intellectual level as that person's for him to actually think and believe you're mature, even if the actions aren't really mature. The point is that you're matching their same intel ectual level, and that's why it's preferred that you read the same, or similar, books. That in term wil give you an outlook to their thinking style and wil give you lots of more information about them.

People, more or less tend to read books that reflect on the ideas and beliefs they follow in their lives. Those who read romantic novels are romantic while those who're into comics and cartoons are the ones with the high sense of humor.

M. Farouk Radwan

33

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Changing his idea about your looks

By time, we get used to how people look; now, what if that's happening to you and your spouse no longer sees you as attractive as the people he meets daily?

In such a case, a technique called 'subconscious programming' is used to more or less change his perspective of how you look.

How you can go about that technique is for you to wait til he gets to bed and wait til he's half asleep; at that time, he's in a state of trance, similar to that of one experiencing the effect hypnosis. When he's in that state, start tel ing him about all the compliments you got during the day. You can for example tell him something like: "One of my colleagues at work told me that I was very attractive today".

Now, it is very important that you don't lie; honestly state what

happened in your day but do make sure that your husband is in a state of trance. You don't need to do this every day, just let it be three to four times a month.

After a few programming sessions, your man is most likely to start thinking: "why is everyone suddenly interested in her? I guess she is more attractive than I thought"

TIP: it's very important that you do it in a way that he doesn't think you're just getting him jealous. That's why it's crucial that you choose the timing and the method you'll use to deliver such information.

Using the state of trance technique, this is not all you can do. Keep giving providing him with subtle hints that will eventually change his core beliefs about you. For example:

- Hey honey, I just finished what you asked me to do yesterday; you're a lucky guy to have landed someone like me (In a light humorous tone)
- People are telling me that I look great in my new dress; you'd better watch out for yourself, seems like everyone's giving you the green eye for marrying me!!
- I had my first IQ test today and I scored really high; I didn't know I was that smart!!

As you can see, the parts in bold are the subtle hints you are sending to the person. Don't overuse this technique; if your partner realizes that you're programming him, everything will miserably fail.

Remember that we are trying to program the subconscious mind; we can't have that person's conscious mind take notice of anything.

M. Farouk Radwan

34

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

The other thing you can do to program him/her is to keep talking about how beautiful you are; check yourself in the mirror when he's nearby (you can also use the time when he's watching television so he's programmed easily) and say something like: wow I look great today, just like all other days.

I know this may sound funny but the technique is much more powerful than you can possibly imagine. If the technique is followed correctly, the person could end up not trusting what he's seeing and believe what you're saying. This is also one of the strong reasons behind some people having poor self image despite being very handsome; the programming they've been through was powerful enough to have them believe they're bad-looking despite being good-looking.

Give him what he doesn't give himself

One of the things that can get someone to fall in love with you is to provide them with the things he doesn't provide himself with. Some people are overly critical of themselves; they tend to always blame themselves for acting in a specific manner or for taking a specific action. Those people really need to be kind to themselves; they need to learn how to forgive themselves and not blame themselves for everything that happens.

If you provide such a person with the kindness he misses; chances are, he will fall for you. What you got to do is identify what it is he needs and doesn't provide himself with. Some people blame themselves for everything, others always put themselves down, while third categories always criticize themselves. The following are some examples of how you can go about this technique:

- If that person is not comfortable with how he looks; his self image, then pay him lots of compliments.
- Some people get so indulged in their work that they ignore their health and body-needs; what you do here is take care of their health. You can call to check if he's had enough rest, for example, or if he's

taken the vitamins you brought him.

- Some people just don't love themselves; they don't treat themselves right; they tend to ignore their own needs which shows the bit of hatred they have for themselves. All they need is love, so make them feel admired and wanted.

Know what that person misses and give it to him; give him the love he doesn't give himself, the approval he doesn't feel about himself or the care he doesn't think he deserves. He will end up head over heels for you.

M. Farouk Radwan

35

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Correct positioning

What are the first words that come to your mind when someone says BMW?

You'd probably start thinking luxury, elegance and lots of money.

What about when someone says Volvo? You'd probably go for something around safety.

What is the first word that comes to your mind when someone mentions BMW?

Most probably this word will either be luxury, elegance or money.

What is the first word that comes to your mind when someone mentions Volvo?

Most people will think of "safe".

Why do you think these specific words came to mind when you heard these brand names? This is because the manufacturers of those brands **positioned** their brands in a certain part of your mind. In terms of marketing, positioning is associating a product with a certain image, phrase or idea and working on placing that through to your mind.

You'd go thinking what this has got to do with getting people to fall for me, but actually there's a strong relation between the two. Have you ever asked yourself what the first word that comes to people's mind when your name is mentioned?

Is it strong? Confident? Guardian? Or loser?

The word that comes to their minds represents your positioning strategy and how successful you were in positioning yourself. It's very important to position yourself correctly in the mind of the person you are after. You should associate yourself or your image with his or her deepest need; if a girl needs security then a "guardian"

or a "keeper" should be the words that come to mind when she thinks of you.

Now that you know the importance of positioning, here is how you can position yourself in mind:

- **Your hobbies and interests:** What if you're getting to know someone, and on the first meeting you get to find out that they're a black-belt in Kung fu? What kind of image will you associate them to? It'll probably be one of strength and bravery. On the other hand, what if you get to know a person who likes to draw or who writes poetry? You're most likely to see him as creative and sensitive. We can consequently deduce that your hobbies and activities play a very important role in the positioning process.

That's why knowledge of the target person's hobbies is very crucial in your conversation. I, here, don't ask you to change your hobbies but pick which hobbies you talk about; ones that support your positioning strategies in accordance with his/her needs.

M. Farouk Radwan

36

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

- **Color psychology:** Every color you wear leaves a certain impression in the viewer's mind; wearing dark blue will give the impression of loyalty and trust when red vibes with confidence and energy. Colors can be very effective in the process of positioning, especially if you kept wearing the same colors over and over. See Appendix B below for the effect of colors on your positioning strategy.
- **Body language:** Body language can help amend the impression people have formed of you by just altering your gestures. Body language is a very rich topic that can't be discussed here; don't worry, in my website: <http://www.2knowmyself.com> you will find lots of articles covering body language in details and are all for free😊
- **Your tone of voice:** Another important part of body language is the tone of voice. Your tone can give the impression of wisdom, confidence, sensitivity or energy. I have previously mentioned the effect of your voice on the level of your attractiveness, the only additional point I'll be adding is that you shouldn't stick to a universal specific tone of voice; vary your tone of voice according to the person you're talking to and the positioning strategy you're carrying out with them.
- **Other factors:** Basically everything you do or use will affect your positioning; starting with the music that you listen to, the style of clothes you wear, the car you drive and down to your mobile's ring tone!!

Everything you do plays a role in changing the image people form of you; I am not talking about first impressions, I am talking about the first thing that comes to people's mind when they hear your name. Depending on the person you are after, you'll accordingly go about your positioning strategy. Your main goal should be positioning yourself in such a way that convinces him/her that fulfilling their unmet needs can be done through you.

Here are few examples for correct positioning:

Narcissists: Narcissists believe themselves to be superior, omnipotent

and invulnerable. What lots of people don't know is that narcissists become very M. Farouk Radwan

37

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

impressed by those who appear to be even more powerful than they are. If you want to make a narcissist fall for you, just position yourself as someone who can do everything better than he can; then sit back and watch the results yourself.

Have him sit down and talk about his adventures in his backyard while you tell him how it was to climb a mountain!!

Sensitive people: Sensitive people are overwhelmed by the pain they feel upon not being able to tolerate some of life's everyday situations. Sensitive people become very attracted to those who appear to be strong and persistent; thinking that they can be safe in their shadow.

Shy people: People who are shy grow attracted to confident and assertive people. I am not saying that things are that simple, nor am I saying that this is the magic formula; I am just trying to make it clear how understanding what the other person needs and positioning yourself to make him think that you can provide just that, will surely give you a strong push.

Insecure people: Those with feelings of insecurity are more likely to fall for naïve people; a guy could end up falling in love with a naive girl because he feels secure around her. Even in the psychology of friendship; insecure people are more likely to have naive friends, as they don't mind what their friends. Insecure people can also be attracted to confident and assertive people as they make them feel secure and protected.

Those who lack confidence: People who lack self confidence are more attracted to those who are down to earth, but who still have a sense of confidence about them. Those who lack self confidence suffer from insecurities; that's why you should stick to what's been mentioned in the previous paragraph, in addition to these points.

People with poor self image: Those with a poor self image are more likely to be attracted to those who are handsome; you don't have to be a super model to have that person fall for you, you just need to convey to them the idea that others find you attractive. As you will see in the section below, entitled "Love economics", people are more likely to be attracted to others upon knowing that others find them attractive to them too.

Introverts: It's not a general rule that introverts become attracted to extroverts.

However, an introvert is very likely to be impressed upon observing how the extrovert deals with others.

Financial problems: Being raised in a family that suffered financial problems will result in having you attracted to rich or ambitious people; as both can lead to financial security. You might go think something like: "But hey, money is not M. Farouk Radwan

38

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

everything". You are absolutely right, but the reality is that you are not aware of the fact that you're looking for someone like that; you'll find yourself attracted to them without the slightest clue to why. If you are trying to get the attention of someone of this case, and it just happens that you're not rich, then show them that you're ambitious and capable.

Feelings of inferiority or insecurity: If your partner suffers from feeling of inferiority when compared to you, or if he feels that you have superior abilities compared to his then you have to position yourself as a humble person. If he starts regarding you as someone who's superior but humble then you're sure to feel secure with you, but you fail to show him that then he'll end up fearing you.

We, for sure, don't want the person you love to fear you on account of that; especially that feelings of inferiority can be the main cause

behind people disliking you.

Females with absent fathers: Girls who were raised in families where the father was absent tend to become attracted to males who show a high degree of masculinity and undependability; such girls will rarely fall in love with a dependent person, one who's a burden to his family but will rather fall in love with an independent man who helps his family as much as he can. Being lazy, dependant and helpless are the worst things you can do in such a situation; these girls want an ambitious, independent and man-like males. In such a case wearing colors like black and blue would give you extra points in the girl's eye as they send out impressions of loyalty, authority and responsibility. (See appendix B, color psychology for more information)

General positioning: If you are stuck and don't know how to position yourself then stick to being confident and assertive. Self confidence is a positioning strategy that more or less fits anywhere; it will have a very strong impact on the people you're dealing with, given that you don't push it to the point of arrogance.

Love & shopping

It was found that people look for potential partners the same way they look for potential products in the super markets. Visuals will first become attracted to products that look good or have a nice package then they will start to examine it to see if it matches all of their other criteria, Kinesthetic people will try to hold the product or try it before they buy it and auditory people may become attracted to the sound the product makes (the sound of the engine of the car, the ring tones of a mobile).

Watching someone shopping will definitely provide a clear insight on the way he uses to pick potential his partners. Know exactly the things he looks for and know their order, then present to him these same things in the same order. For M. Farouk Radwan

example if you discovered that this person is very practical (buys durable products, doesn't care about looks) then you should position yourself in his mind as a practical choice. This can happen by appearing to be a rational spender, successful in your career and focused on what works rather than luxury.

Meet his/her criteria:

The unconscious criterion, which outlines the characteristics of your dream partner, revolves around lots of items that are behavior related. Being assertive, non smoker and nice are al examples of the traits that could be present in someone's criteria; thus, by adjusting your behavior, you can come in close to matching their criteria. The criteria are not always concerned with looks or wealth; it's rather about the simple stuff that can be easily matched if you'd only get to understand that person wel .

So, what if you've managed to meet some criterions and not all of them? Is it game over? Fortunately it isn't; this is where induced addiction and induced excitement come into play. Both techniques can help you bypass many criterions except for the ones that person has hard-coded in his mind.

If that person has managed to accept your looks when he was actually aiming for someone more handsome, then both induced addiction and induced excitement can help you in the process of getting him to fall for you, even when you don't match all he's looking for.

At this point, you've driven that person to a state of utter confusion; you don't meet all of his criteria stil he finds himself developing feelings for you, and needing you more. Don't ever lose hope; if you've been married for a long time and your partner is no longer interested in you as he's looking for someone with different characteristics, then you shouldn't have a problem with these two powerful techniques!! Below are some examples of criterions that can be sacrificed with the usage of these two techniques:

- The guy may forget about marrying a super model and grow satisfied with your looks
- A person may accept his partner's behavior even if it drives him mad (arriving late, being unorganized...etc)
- The person could even sacrifice some of his deep values upon loving someone with opposite values (although this can't happen with all the values, still some of the important values can be sacrificed) M. Farouk Radwan

40

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

So to summarize this part, all you have to do is to try to match that person's criteria; if you've realized that he is looking for things you lack then you can use induced addiction and induced excitement to make him forget about them.

The Criteria may change over the time

You, like everybody else, probably have the misconception that the subconscious criteria is something fixed or can't be changed; while the truth is that this criteria can change over time and that's why problems start to appear the longer people live together.

Take the example of a man who marries a woman who doesn't give much thought to how her husband spends his money. Suppose he's a spendthrift who hardly saves up any money. At the beginning, her criteria will probably have nothing remotely related to his spending habits, but if for some reasons they face financial problems, her subconscious will grow a criteria that repulses her by his spending habits.

This woman may even find herself suddenly attracted to another man who has more rational spending habits without knowing the reason behind this attraction.

It's just that her unconscious criteria has evolved and that resulted in her not liking her husband very much anymore.

You don't need to be a magician to figure out such changes in someone's criteria; any criteria change follows simple logic. As you saw in the previous example when the couple faced the financial problems, she will develop a need for financial security that can only be accomplished if both start spending more rationally.

In order for a relationship to succeed on the long term, you should keep an eye on such changes in your partner's criteria so that you're not surprised when they fall out of love with you.

The subconscious criteria for that same person is liable to change on account of any major changes in his life, or the occurrence of any range of unexpected events he may encounter. The good news is however that, this isn't something that happens on daily basis. You don't need to run a criterion check every few days; that change doesn't occur as long as everything is going stable in that person's life. It's the instability that promotes this kind of change in the unconscious criteria; that's why you should stay alert when your partner goes through an experience that affects their emotions drastically.

M. Farouk Radwan

41

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

Cultural mismatch & criteria manipulation What if you're way different than your partner, what you have different backgrounds and cultural beliefs to the extent that it is really hard for you to match his criteria? Is there a solution for such a case? Of course there is, keep reading!!

An experiment was held by some researchers to figure how a frog would respond to a change in the temperature of its external environment. The frog was placed in boiling water; and as soon as it sensed the temperature it jumped out of the water.

The frog, sensing the heat, jumped so it wouldn't cause its body any damage.

The researchers then brought the same frog and placed it in ice-cold water that was gradually heated. After a few minutes, the water reached the boiling degree and the frog died.

It seems that when the water temperature changed gradually, the frog got used to it until it reached a degree where its body couldn't tolerate it. You're probably wondering what's this got to do with falling in love. Actually this is directly related, as it shows us how we adapt to the changes in our environment; if you manage to introduce those repelling criteria to your partner gradually, he might end up adapting and eventually accepting them!!

Suppose you're an extrovert for example while your partner is an introvert. The fact that you can't tolerate staying at home for one day is probably going to be very appealing to him/her. The correct thing to do here would be for you to use the previously mentioned induced addiction technique; the more addicted he gets to you, the more you reveal about you. The way to go about this can be summed up in the following points:

- Start using induced addiction
- Tell him that you love to hang out a lot
- Keep using induced addition
- Tell him later on that you like to go out more than you like to stay at home
- Keep using induced addiction
- Tell him, some time later, that you can't stand staying at home.

People usually tend to reject stuff when suddenly introduced to them but when things are introduced gradually, they tend to get used to it to the extent that they don't notice what's happening and eventually accept it as an existing fact.

Note that you shouldn't just tell him about this criteria mismatch; you should also take actions. For example, you wouldn't tell him that you like to hang out at the M. Farouk Radwan

42

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

time. You'd first hang out with him for a couple of days a week, then move it up gradually until you're hanging out every day. So here, you haven't told him about it directly, but you've told him by action.

Notice that this was just a simple example. This technique can be used with anything your partner doesn't like about you; anything that, if found out, would ruin your relationship can be remedied by that technique.

Criteria introduction

It's not always a good idea to tell someone directly about your good points, when you're trying to convince him that you match his/her criteria. That's why it's better that you use subtle movements to have the person deduce or find out on his own instead of you telling him directly.

One of the very effective ways through which you can show your good traits, is tell a story that points them out. Telling him/her, for example, that you were up for days because someone you hardly know wasn't feeling okay is a perfect way to show your potential partner that you're kind and compassionate.

What's about stories is that they have the following effect on the listener:

- The listener's mind is almost hypnotized and the conscious filters are hardly functioning.

- You'd appear to be very humble instead of coming off as a snob.
- The person would believe more in the story as he's left to come up with the conclusion.

Every person trusts his own system; if you kept telling people you're nice, they may never believe you. If, however, they're left to deduce it, they will trust their own finding and thus believe it to be the truth. By telling a story, you are actually allowing the person to discover your traits himself but in a controlled and professional manner instead of just leaving things to chance.

The more you can encode the good personality trait so that it's not very obvious, the more effort the person will need to conclude it and the more convinced he will be as he believes he's found it out himself. In summary, the more the person feels that he's discovered something about you, the more he will believe in it.

That's why stories should be used as an indirect method of communicating your good traits and thus matching the required criteria.

M. Farouk Radwan

43

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Love & physical attraction

It's believed that love can be based on physical attraction (at least at the very beginning of the relationship) and some people even think that love can't happen without physical attraction. Knowing that, physical attraction has to be regarded as an important issue and thus you can't let yourself get out of shape. If your partner has expressed their dislike of your being overweight, then what are you waiting for?

Why aren't you working on losing that weight? If, on the other hand, they've expressed their dislike of your being skinny, then that's not a remark you want to ignore; remember that physical attraction is an important step to acquiring love. Of course, I am not asking you to go have plastic surgery or to go look like a model; at least try to maintain a healthy body with a weight that is close to your ideal weight.

The other important factor that plays a big role in attraction is your health. It's been found that both men and women become attracted more to those who appear to be healthier. You don't have to be a doctor to recognize puffy eyes or stress symptoms!!

You can become more attractive by following a healthy life style that involves sleeping well, eating healthy food and avoiding alcohol. You must have already noticed that being attractive is accomplished through several steps, only one of which is physically related while all the rest are not; a healthy appearance, self confidence, cleanliness and a big smile on your face is all you need to make you look gorgeous, and what's great about it is that it's all free and within your capacity ☺

Love & cleanliness

Cleanliness is known to be one of the things that make men more attractive.

What's meant by cleanliness is not the frequency of bathing but is the cleanliness that can be observed or felt from your overall appearance. It's been found that, men with stained shirts or who don't shave properly turn women away.

If you're married and your wife kept seeing you in a filthy state over and over, your attractiveness will, with no doubt, fade away. The most trivial issues like the shape of your finger nails can affect your attractiveness so don't underestimate these slight issues. You may consider those points irrelevant or trivial but it's been actually found that cleanliness was ranked top in most women's subconscious criteria. Even at home, try to be tidy and clean because the more frequently she sees you untidy the more repelled she will get.

Upgrades and downgrades

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

I am sure that you have experienced the situation where you realized that one of your friends is more valuable than you thought him to be on account of something he said or did.

Contrary to common beliefs, the first, second, third and forth impressions can change over time; based on the way that person deals with you. If, for example, you realize one day that you are unable to plan for your life, and an old friend comes out for your help; you will end up considering him more valuable than you used. In other words, you've upgraded him.

The same would happen if one of your friends betrays you or if he did something that caused you to lose faith in him. Eventually you'll realize that you've downgraded that person; he'll be of less value than he used to. .

The concept of upgrades and downgrades should give you some hope; even if your target person is not really interested in you, you still have a chance to be upgraded by him!! As you may have guessed, the more of his criteria you meet, the more upgraded you are.

The more you position yourself, the more upgraded you become till the other side realizes how much they're falling for you.

Below are some simple yet very effective methods for getting upgraded by the person you like

- Believe in him and his ideas when no one does
- Tell him that he is doing the right thing when everyone is against

him

- Allow him to find your good personality traits one by one instead of exposing yourself completely at the beginning (see criteria introduction for more information)
- Wait until he becomes in real need of help then provide him with all the help that he needs (note that helping people could be effective at some times but it can only be one hundred percent effective when the people are really in need)

Music preferences

A lot of information can be found out about a person from their music preferences. No person ever listens to the same kind of music all the time; they change what they listen to from one kind to the other over time, which could even be the course of one day. You've probably found yourself at times wanting to listen to rock in the morning then to a bit of soft romantic stuff later the very same day. This further proves that what we listen to reflects our current emotions and ideas and since our emotions and ideas change, so will our music preferences.

M. Farouk Radwan

45

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The following are examples of music preferences and the respective feelings people experience while listening to them:

- People listen to rock when they feel angry, frustrated or rebellious
- People will listen to romantic songs when they are in love or when they miss love
- People will listen to techno when they feel energetic, excited or happy

By knowing the current music preference of your partner you will be able to know about his hidden inner emotions which will help you more with the information collection process.

Fear removal

It's been previously mentioned that people are not likely to ever fall in love with someone unless they feel secure around him. Now what if your partner fears you? How do you think he'll be feeling towards you?

What would happen is that he'd be torn between feelings of liking you mixed with feelings of fear of approaching you all at the same time. Whether this person will decide to avoid you or to stay with you will depend on the intensity of these mixed emotions; if his fear is more intense than his love, then he's most likely to end up avoiding you and vice versa.

A small example that can better illustrate this is when looking at Eastern cultures that put much emphasis on the financial situation of a guy proposing to a girl. If he's not financially secure then he may fear approaching the girl if she's well off or from a richer family. This is not the worst case-scenario; this person may even add to his subconscious criteria a new criterion that states that the girl must not be rich if he's meant to love her!!

In such a case, if the girl likes him then she should try to comfort him in an indirect way by giving information about herself and her family as she talks. For example, mentioning in an indirect way that her family doesn't give much weight to money or even acting in a humble way can make that person feel more secure and can encourage him to stay with her.

Another example of a common fear is that of a woman fearing her husband falling for someone else. The man's role in this situation is to understand her fears, explain the reasons he liked her in a way that shows her how unique he finds her and that he'd never love anybody else. Telling a woman something like

"I loved you because you are really cute and pretty" can give you really negative M. Farouk Radwan

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

results as that may lead her to fear the situation where you'd leave her upon meeting a prettier lady.

Of course those were only few examples; the fears that exist between people in relationships are numerous and can't be all mentioned. The most important thing you should do is to understand the fears your partner is having and work on comforting him/her gradually until it goes away.

TIP: confronting someone directly with his fears can have the opposite effect because the person may feel that his dignity wasn't respected. That's why it's strongly recommended that you transmit the information that he needs to know in an indirect way, and he can thus get rid of his fears himself. It's like giving him small pieces of the puzzle and leaving him to put them together til he forms the full picture.

Accumulated guilt

Love is often confused by many people with feelings of guilt or pity towards someone in need of help. Over the years, the accumulation of this guilt may result in having that someone fall in love with the other just to get over those guilt feelings.

For example, if a man used to be very rude to his mother and then his mother dies, this man will end up with a tremendous amount of guilt in his heart. If he then meets a poor man who in one way or another resembles his late mother, there's no doubt that he would give him all the money he has, for example, in an attempt to get rid of the guilt feelings he has.

According to the previous, this means that your subconscious mind believes you can erase the old mistakes you've done to people by being nice to others who somehow resemble them. Yes, it does sound weird but this is how your subconscious mind works; a person may be very nice to another only because he/she resembles someone they've met in the past and didn't treat him well.

Now what does this have to do with love? If you manage to position yourself in such a way that you are similar to the person who's responsible for making your partner feel guilty, then rest assured that he will do his best to stick to you.

For example, if your partner never used to help his little sister when she felt bad, then he will be having an amount of accumulated guilt that will push him to help anybody who reminds him of sister. Pointing out to your partner how he's treating you the same way he has his sister, you will be exploiting his old wound which in turn will result in him getting really eager to help you.

M. Farouk Radwan

47

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

You're probably still asking yourself, what's this got to do with love?! The point here is that to get rid of guilt feelings, the subconscious mind tends to have you fall in love with the person you're feeling sorry for; great news huh?!

In order to successfully use such a technique, you should try and collect as much information as you can about your partner's relationships with his family members. The minute you put your hands on some unfinished business, some accumulated guilt, use it to position yourself in a way that resembles that person and before you know it, he/she will be head over heels for you.

The good thing about this whole deal is that your partner will have no idea that his feelings of guilt are the reason behind his attraction to you; he'll be experiencing these mysterious feelings of attachment without the slightest clue to why.

Don't underestimate the power of guilt in relationships and in affecting people's behavior; feelings of guilt can be so powerful to the extent that it can make someone change his entire life path just to get rid of these feelings. Some therapists have ended up being therapists just because of the guilt feelings they experienced upon failing to help a close family member in trouble for example.

Others like physicians took this career path because of the sense of helplessness they experienced when one of their parents were attacked by a certain disease.

The best way to use such a technique is to tell your partner stories that show him/her how you're receiving the same treatment he/she used to treat his close relative. If you are talking to a man who always absent when his family needed him for example, then you can tell him how your father is always absent and how that's affecting your feelings negatively.

There is a lot of debate on how ethical the use of accumulated guilt is; the point is I only recommend it when you're saving a relationship from collapsing, not to get a bit of attention from your partner. This method has no side effects but some people may regard it as unethical; if you are one of them, better use it only when it's really needed.

Attracting someone online

Suppose you are married and have traveled to some far off country for a job or something. You can get her/him to grow attached to you just putting a nice picture in your display (be it messenger or Facebook); it doesn't even have to be your picture!! You can also try playing around a bit with Photoshop on a picture of M. Farouk Radwan

The Ultimate Source for self understanding.

Copy right © 2008

your own til you get it to look just great and have it up as your profile picture. Al this wil result in a deep sense of attraction, even when he/she knows that this is not your picture, or not how you really look.

The subconscious mind tends to become attached to such pictures, even when they know it's not their real looks; it's like they haven't even noticed it. Fake pictures help a lot in giving the impression of attractiveness; when traveling, make sure you use this tip.

If you are part of a long-distance relationship or it just happens that you rarely get to see your partner, then you should know that there's a big possibility your partner's feelings wil fade away if you don't keep the contact going on regular basis. That's because, in such a case, your partner wil be subject to subconscious mind programming by the people he/she sees while you are not available.

The best thing you can do to get over such a problem is to combine both the subconscious mind programming with the induced addiction so that your partner becomes attached to you even when you're not there for him.

One of the things you could do is get him accustomed to your daily phone cal s; you shouldn't skip these cal s for more than a couple of days or else you're risking losing them. I know that your partner may be loyal but why not just prepare yourself for the worst case?

Another very important point to consider is that if you're partner entertains visual representation system then voice calls may not be enough to keep them attached; you might want to switch to video chat in such a case.

What do you remind him of?

If the title of this book was "How to get someone to hate you in a few days", the only advice I would have had was the fol owing technique;

find a topic that makes that person feel bad or something that triggers negative emotions and keep talking about it the minute you see him!!!

People usually associate certain topics with certain emotions, for example feeling bad when talking about their job. If one of your friends is having a hard time because of his job, try talking about your job every single day and he'll hate you in time!!

Your talking about how nice your job is and how much you love going to work, along with all the small details, will no doubt end in your friend associate being with you with really negative feelings.

M. Farouk Radwan

49

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

So the question you should be asking yourself is the following: what are the topics I constantly share with my partner? Do you always remind him of his failures and losses in an indirect way? You don't have to be talking about what bothers him directly to be reminding him of something he hates; as soon as you talk about something related to it he will start recalling the bad emotions.

Suppose your husband wrote a book that wasn't successful, and then you kept telling him about how great Farouk's book is; your husband will certainly hate listening to that topic because it will remind him of his failure. Now what can possibly come out of you talking to him about my book every single time you saw him?!

The result is, with no doubt, him hating the mere prospect of being around you!!

Now the opposite also works; the more you talk about something that reminds your partner of good things, the more he will like talking to you.

I am sure we all have this friend that we all avoid, because it just seems that all the topics he shares reminds us of negative feelings. Now, how do you expect your partner to have feelings for you when you're doing the same thing that friend is doing to you?!

If your partner has started a business that failed miserably, talking about how successful your friend's business is will certainly have the same bad effect on your partner. On the other hand talking about one of your friend's who had the same problem but eventually got over it and opened a new business will have the opposite effect.

Always choose the topic you are going to talk about so you do not trigger unwanted emotions that could result in your partner hating you; if you really have to talk about something that involves bad emotions, don't talk about it every day.

If he does something that really pisses you off, you don't have to remind him every few hours, be patient and remind him of it every now and then. Make sure that there's always at least five nice topics between every two bad ones so your partner doesn't associate being with you with negative feelings.

Telling him/her

I have previously mentioned that people only fall in love with reachable partners.

So what's the use of such information?

If you were to convince someone that you are within his reach then you are increasing your chances of becoming their potential partner; in other words if you propose then you will definitely be increasing the chances of them falling for you.

M. Farouk Radwan

50

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

It's not always a good idea to tell people straight up that you love them, but bear in mind that one of the advantages to proposing is that it gives you a good push towards being loved. A girl would go marry someone who proposed to her despite having feelings from someone, only because he never took that step nor has he confessed his feelings.

Married couples sometimes overuse the words "I love you" or "I can't live without you" to the extent that they lose their effect. The more these words are used, the more the other person gets used to them, and the less effective they become.

You should pay attention to the frequency of using such "love phrases" so that your partner doesn't get used to them. The best situation for using such phrases is when you are using induced excitement; if you realize that your partner is experiencing intense emotions as a result of the induced excitement technique then go on and tell him how much you love him.

Your partner will then associate the words you have uttered with the emotions he is experiencing, and will thus grow more attracted to you. People usually associate the emotions they are feeling with the words they are hearing on the spot; that's why it's important to select the times for saying such words so that they're not associated to painful experiences.

What if your partner's feeling down, do you still direct phrases like that to him? Of course you do; such words will better his mood and he will thus associate the words with how better he feels. The problem lies when you overuse those words when he's not willing to listen or when he's busy doing something else.

Unfinished business and parents

When someone can't seem to get over something that has happened to him in the past, to the extent that it's affecting his current behavior, it's said to be unfinished business. The guilt accumulation concept, which we talked about a bit earlier, is a perfect example of unfinished

business, where accumulated emotions from the past affected the person's current behavior.

One of the forms unfinished business appears is when a person goes looking for someone who has the same abusive behavior as his parents. Imagine a father who's always so busy and away from his little daughter, there's a big possibility that the daughter looks for a busy man just to prove that can get someone who's busy to make time to care for her.

It's as if the subconscious mind is setting the same rules and making her play the same game in order to prove to herself that she can win.
The subconscious mind M. Farouk Radwan

51

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

doesn't care if the person is no longer the same; all it cares about is that the rules of the game are the same. In this case the rules are:

- A busy man
- He doesn't seem to have enough time for his family
- I want this man to give me his full attention even if he's very busy I don't recommend using the concept of unfinished business to make someone fall in love with you because if it isn't applied correctly, it could have the opposite effect. However, it's very important that you understand this concept so that you know what makes your partner tick.

How to make people love you

All the previous rules apply to the relationship between any two human beings even if they're of the same gender. If you are a guy and you want your guy-friends to like you, try using the concepts

described above. Start by researching your friends' needs, values and beliefs then position yourself as previously mentioned.

Let's suppose you have a friend who is physically weak and suffered from bullying as a child. This friend is most likely to be friends with these two types of guys:

- Guys who are very peaceful or even weak because he feels secure around them
- Guys who are strong and assertive but are still humble. Without humbleness he won't feel secure and so may prefer not to have you as a friend

By looking up people's needs then positioning yourself as someone who can satisfy their needs, they will be attracted to you and they will love you as a close friend. Does your friend need a keeper? Does he need a wise friend? Does he need a brave friend? Does he need a smart guy to solve his problems? Just search for the type of person who can satisfy your friend's needs and then show him that you can be that person

If you have a friend of yours whom you rarely see and aren't really that close, the way you act in those few minutes you meet him in can be enough for him to either love you very much or hate you very much. It can even be done on your first meeting with someone, as elaborated in the rapport example below (see the appendix). Of course it's not a guarantee that you can make someone love you in the first meeting but still you can raise your chances by doing so M. Farouk Radwan

52

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

Part IV

Making him love you

more

M. Farouk Radwan

53

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Raising the attachment levels

The first step is for you to determine that person's unconscious criteria, the thing about it you don't over do it. If you manage to meet every single one of his criteria, you'll be impressing them, but that admiration may fade away before it reaches a level that is strong enough to support the relationship.

If you want that person to get strongly attached to you, show them your qualities step by step; after you've shown them you're ambitious, take a while before you show them you're also intelligent. Going about

things that way will ensure a maximum level of attachment on their part. Showing them the whole deal all at once is more likely to result in a weaker chance of attachment than when presented one by one.

One of the reasons couples may grow bored of each other as the years go by is that they've become accustomed to each other in such a way that leaves no excitement or motivation to explore each other even more

In order to prevent this from happening make sure that you always have an inventory of useful traits to expose to your partner, one after the other. The question here is: how do you pull something like that off? How do you live with someone and still have them not know every single thing about you?

The thing is you won't actually be hiding anything; what you gotta do is keep matching his evolving criterions so that he keeps noticing how you're always changing to the better as time passes.

Growing closer to one another

It wouldn't be fair if one changes himself to match one's partner's criteria without any effort on the partner's side; that's why it's really important that the couple work together towards meeting each other's criteria instead of having one side do all the work.

If you are currently in a relationship, then I think it's very important that your partner reads this book or at least this part you're reading now. Having one side only do all the work will only result in one of the following feelings:

- I am giving my partner my everything when my partner gives nothing back.
- It's really hard that I change myself this drastically
- Why don't I find someone else who likes me the way I am?

If both partners start making the effort, they will meet midway; that

wil be considered much easier than if one reaches al the way for the other.

M. Farouk Radwan

54

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

A simple example that demonstrates this could be a couple who have problems over one of them being punctual and the other not. If it's the man who's punctual then he should try and linger for a while as the wife tries to move it a bit quicker; and thus meeting both efforts midway.

It's harder to change someone completely than it is to have them endure slight changes; just apply this example to al other subconscious criterions after agreeing with your partner on what it is you're aiming for.

We are destined to be together

A person's subconscious mind is always on the look out for a potential partner if he's single or in a relation that is not working for him. One of the things that you could do to prevent your partner's subconscious from wandering for someone else is for you to program his/her mind with the belief that you're destined to be together.

If this belief is steadily set in his/her mind, chances are he will stop looking for another partner as his mind assures him that you're the one for him.

Implementing this belief in your partner's mind is much easier than you might think; al you have to do is keep pointing out the similarities between you two over and over. The point behind that is of course to

program the mind that you're destined to be together. For example, repeating phrases like the following ones over and over will surely result in your partner believing that your relation is meant to go on forever.

- Everyday, I come to realize more and more that we are exact copies of one another.
- You are exactly like me
- I keep on wondering how we share all of these traits
- I think we are a perfect match!!
- Have you noticed how different we are to other people yet so similar to one another?

Whenever you find something in common between you and partner, acknowledge it to him/her and keep repeating it over and over till you find yourself another one. After a short time, the concept will have sunk in and he'll believe for sure that you're a perfect match and that he/she could've never landed a more perfect match; once that idea settles in his mind, it's going to be very hard for him/her to let you go. You don't have to go by the examples given M. Farouk Radwan

55

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

to you exactly; all you've got to do is to somehow convince him/her that you're destined to be together and that you're a perfect match.

Channel block

Have you ever tried to suppress a certain emotion you were experiencing?

If you have been through this before, then you must've realized that suppressed emotions are never dissolved; they're just stored and accumulated and later appear in different forms. Suppressed emotions can turn into depression, bad feelings or even nightmares.

Now what if you suppressed feelings of love? What if you loved someone but never had the chance to declare it? If this is the case then these emotions will grow more intense, and you will end up liking that person even more.

This is what the channel block technique is all about; not giving your partner the chance to declare their feelings for you will only result in these feelings intensifying and developing even more. If your spouse likes you, don't give them the chance to declare it by changing the subject for example. Within a few weeks, he/she will become madly attached to you and will do his/her best to declare it.

The more channel blocks you create the more eager the person will be to tell you about his/her feelings until the day they can't take it and confess.

Considering that channel blocks are not the easiest to pull off, there are many other varieties, still they are considered to be the most effective of techniques to get someone to fall in love for you.

You don't need someone who is already madly in love with you to pull off the channel block technique; all you need is someone who likes you enough for it to work. Channel blocks can be used late in a relationship, when the passion starts to fade away or when the attraction is almost lost.

Ego involvement

For the sake of satisfying their egos, people become entrepreneurs; they build empires, they go to war and they sacrifice lots of other things.

What makes a person strive his whole life to collect billions and billions of dollars? Is it to cover his expenses or to live a luxurious

life? Some billionaires can buy cities if they wanted to; why then are they still working for more money?

They're fighting to create a reality that matches their inflated egos M. Farouk Radwan

56

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Why do people seek revenge? I am not talking avenging some family member who's been killed or something, the revenge I'm talking about is that of person wasting years and years of his life in reply to a critical comment given to him one day. The whole point is to satisfy their ego and unfortunately, the driving force that results from wanting to prove something to others is a very powerful one, one that can result in wars!!

Now, what if you've found a way to connect your partner's ego with your relationship in such a way that the loss of this relationship becomes a loss of his ego?

Surely enough, this person will strive to keep you with him, he might even convince himself to love you just to keep the relationship going; contrary to common beliefs, convincing himself of loving you will result in him actually loving you.

The question here is how is it possible that we can connect someone's ego to a relationship? It can be as simple as telling him the following:

- You won't believe what Joe told me the other day? He actually thinks that our relationship won't work because you're not good enough for me.
- Everyone seems to think that our relationship won't pull through because of your poor interpersonal skills. But don't worry honey, I

don't believe them.

- The guy who proposed to me last year called me yesterday. He actually told me that I'll eventually end up finding out that you're not good enough for me; can you imagine that?!

What you just did is tie your partner's ego to the continuity of the relationship; now your guy has more reasons to stay with you and so the possibility of a divorce has sunk much lower.

Note that you should never lie!! I am not giving you these examples so that you'd take them and create similar stories that you can use to fool your partner. Take advantage of the real situations that happen around by communicating them to your partner whenever you find that it's going to be useful to do so.

Remember that people go into wars to satisfy their egos; especially if they're arrogant, narcissists or just overly confident people. Using the powerful driving force of a tremendous ego, you can convince your partner to stay with you forever.

M. Farouk Radwan

57

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

Threat induction

A very powerful technique; a sub technique of ego involvement, is threat induction. In threat induction you make your partner aware of the threats that may result in making him losing you. By doing so you are actually stimulating your partner's ego driven motivation to show, you're also calling upon any buried insecurities which might provide

further motivation.

For example telling your partner something like:

- I think that man likes me; he doesn't give up and keeps on approaching me.
- Yesterday this man helped me out with my bag; can you believe that he carried it all the way home?!

In this way, you are making your partner aware of the threats around; he will thus become more motivated to hold on to the relationship for the sake of his ego and his inner securities.

In addition to all this, you should've noticed that by doing so, you're actually programming his subconscious too. When you keep telling him that you catch men's attention you are actually programming his mind to believe that you are an attractive person.

Again, this is not false love that is based on insecurities and fears because as soon as your partner takes the decision to keep the relationship going, he will grow more attached to you and will end up loving you.

The threat induction technique is considered a combination of three techniques; ego involvement, subconscious mind programming and love economics. The next few lines explain love economics in detail.

Reverse Psychology

Reverse psychology is the art of using words in such a way to get someone to do the exact opposite of what you're telling them. When you tell your kid something like "I am sure you can't finish your whole plate"; that's you using reverse psychology. Your kid, in this case, will try to prove you wrong by eating all of his food and thus doing what you wanted exactly. Below are some examples of phrases that use reverse psychology:

- It doesn't matter how much you try, you still can't do it.

M. Farouk Radwan

58

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

- German is hard for you to learn
- If you were someone else, I would have said that it's a simple task but I know you well
- You are putting your efforts in the wrong direction
- You are a hard worker but you seem to be lacking proper direction
- No one did that before, will you do it? I doubt you can. When first examining such phrases, you may think that any person with average intelligence will realize that you are trying to push him in a certain direction and so will become indifferent towards responding to those messages. This conclusion is correct, but it's not accurate as some personalities forget all about logic and reasoning whenever reverse psychology is used with them.

Normal people would ignore such phrases but narcissists, snobs, hard-heads and people with inflated egos would, without doubt, fall preys to reverse psychology in seconds. You can even take control of the path they take in their own lives through simple phrases like the ones mentioned earlier. Just go to a narcissist and keep telling him that he could never learn another language and watch his response. Chances are, the person will directly head to a center and learn another language just to prove you wrong, and thus preserving his sense of superiority.

While narcissists will try to prove you wrong to preserve their image, stubborn people will do it only because they hate having obligations or being confined within limited choices. A stubborn person will hate being forced to do anything and will prefer a wide range of choices he can pick and choose from. When reverse psychology is used with a

stubborn person, it will make him feel like you denied him all the possible options and left him with nothing but your judgment of his abilities. This will result in a keen desire to prove you wrong and thus ending up doing exactly what you wanted him to do. The following paragraph will explain a technique called "Induced stubbornness"; it explains how you can exploit this weakness in a stubborn person thus making him love you.

Triggering Stubbornness

When talking about robots, if one is not interested in the other, then there isn't anything that can be done about it. Since we're human, we're subject to change from one emotion to the other; these emotions shape our desire to be with someone or not, it doesn't even have to be remotely related to love. You might be wondering; "what does it mean to have someone attached to me based on an emotion other than love?" The answer is simple, people confuse various emotions with that of love and based on that they start loving the other from the bottom of their hearts.

M. Farouk Radwan

59

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

One of the emotions that can help you keep someone attracted to you is triggering his stubbornness. Everyone is stubborn to a certain degree but some people are way stubborn than others; the more stubborn the person is, the more powerful this technique will be.

All you have to do to keep that person attached to you is show him that there are others who want your relationship to end, for example:

- I'm surprised at how many people are trying to convince me to break up with you.

- John doesn't want us to be together, he always keeps telling me that we are not a perfect match
- You won't believe what Sarah told me yesterday, she said no wonder we had a fight; we're different and our relationship won't be for long.
- Paul estimates that our relationship will only last for five months and then we will breakup

By doing so you are triggering that person's stubbornness, and in response he will become more attached to you for the sake of proving those people wrong.

Whenever he feels that the relationship is about to end, he will remember these people's comments and thus eventually associate breaking up with you with negative feelings. After a few weeks, he will start hating the idea of breaking up with you and will then start loving you madly.

So it started with stubbornness and ended with love; I know that at the beginning the reason behind his attachment to you was just his stubbornness but eventually these emotions will be transformed into real love for you.

Reverse psychology and the Ego

In the section entitled "Ego involvement", I explained how you can manipulate the behavior of narcissists, over confident and arrogant people and have them fall for you by just using their exaggerated sense of self worth against them.

This follows the same exact concept of reverse psychology; when using negative phrases like "everyone says our relationship won't work", you are triggering that person's love to himself and making him feel that losing you would mean losing his superior image in front of everyone.

Reverse psychology works like magic with stubborn people, and it has the same effect on arrogant ones. The only thing you have to be aware of is not let the person notice that you are manipulating him or your plans will collapse. After all, those people's response to what you say

structure, so if they feel that someone is trying to control them, their response may be rather hard to deal with.

Some people warn against over-using reverse psychology because it may get the person to think that you're forcing them into doing something they don't want, I agree with those who believe so and that's why I strongly recommend using the next technique, the "Network of thoughts", when telling the person what you want.

Network of thoughts

Throughout the book, I have been telling you all about how you should program the person, tell him how good you are, tell him phrases that trigger his stubbornness and how you can use reverse psychology against him.

You might be wondering about how you can deliver him all of these messages without getting him to notice that you're trying to deliver him something? As we said earlier, we want the person to receive the messages and create his own conclusions about them without the slightest feeling that you might be sending him any specific directions to a specific destination. The next conversation will introduce you to a technique called the "Network of thoughts"; it is one that allows you to say something to someone, all the while never appearing like you did it intentionally.

Friend: Morning Farouk, how are you?

Farouk: I'm fine but my eyes hurt

Friend: why bro, what's wrong?

Farouk: You know typing for 16 hours a day can make your eyes hurt. 16 hours, I can't imagine I am doing that!!

Friend: 16 hours!! Why man, what are you doing?

Farouk: I'm working on my book "How to make someone fall in love with you", I am selling lots of copies everyday and that's why I have to put all my effort in making it better

Friend: Wow, tell me about that book.

Farouk: bla bla bla bla

As you saw, I just told my friend about my book and the number of copies I sold without having him doubt at all that the whole conversation was planned out. If this person bought the book, he will not, in a million years, think for a minute that I was actually pushing him to do so because he was the one asking the questions.

M. Farouk Radwan

61

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The network of thoughts is a simple technique that allows you to give a person all information on something, all the while having him think that he was the one actually asking about the whole thing. Use the Network of thoughts to deliver to your partner every advice I gave you throughout the book and all the other messages you want to deliver to them. It's very simply mastered yet very powerful; you may not be able to pull it off from the very first time you apply it, but within only a few days, you should be able to perform perfectly.

The next example is a simple illustration of how you can use the network of thoughts to program someone's subconscious mind to the idea that you're highly demanded and thus growing more appealing to

him: (see Love Economics) **Target:** Morning, what's up?

You: I'm fine, just feeling a little guilty

Target: What? Why??

You: You know when you hurt lots of people, but at the same time it feels like.....forget it!

Target: C'mon, this sounds serious. Talk to me..

You: Well , there are five people who are in love with me and I really don't know how to tell them that I am not interested. It just feels so bad to be hurting all these people

You: Why me? Why me? I really want to know why I am that unlucky. Why do I have to attract guys everywhere I go...

Love & your immune System

This subtitle is not set just to catch your attention; it's been found in a study that your immune system plays an important role in making you more or less attractive to women!! The study didn't mention if the same applies to women, but since no one's defied it yet so we're deducing it goes for women too.

Through olfaction, the human body can more or less obtain information about another person's immune system. It's been found that women are more attracted to men with an immune system whose disease database is different from their own. The more different your immune system is from that of the women, the more likely she is to become attached to you!! It's clear that humans have been previously coded to select mates with a wider range of disease database so that the resulting offspring benefits from this diversity in their immune system. From the above, it's awfully clear how marvelous our creator is; He wanted to make sure that each generation would be healthier than the one before. Some research even supports the idea that when it comes to women; scent is of more importance than appearance when selecting a future partner!!

So how can you use this fact to restore lost love to your marriage?

M. Farouk Radwan

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Another interesting piece of information has been discovered; when women take contraceptive pills they become attracted to men with similar immune systems.

Thus, it can be deduced that the rule is reversed when contraceptives are used.

This can be used to analyze the high divorce rate; women lose interest in their partners on account of the effect of the contraceptive pil .

In other words, the more different your MHC gene is from the woman's, the more likely she is to becoming attracted to you. But of course all the previously mentioned factors are not to be ignored. If your woman starts feeling less attracted to you, then contraceptive e pil s may be one of the reasons behind that; try persuading her to use anything else other than them.

Create lasting memories

Sometimes people have a hard time getting over others because of the good memories they had together; it's hardly ever because of the person himself. The point here is, if you're always busy at work and stuff then you're ignoring your partner and thus not creating any memories to keep her attached.

The more good memories you can create the more difficult it will be for the person to forget and consequently the more likely your relationship is to last.

These memories don't have to be of a trip to Hawaii or Bali; they could be the simplest yet most meaningful of things like text messages, chat sessions or kind words, all of which can create the most lasting of memories. The following are a few guidelines that can help you create lasting memories:

- If the person you're dealing with is one of a visual representation system then make sure you create memories in places of breath-taking sceneries.
- If the person has an auditory representation system, then pay great attention to the words you use to create the most lasting of memories.
- If the person has a kinesthetic representation system then make sure you touch him/her while creating the memory.
- Combining all of the previous elements will surely make the memory even stronger.
- Induced excitement, which has been mentioned earlier, can be the basis upon which the memory is built.

Traveling together or going to beautiful places can also help you create lasting memories. If you are a busy person who always on the move and occupied with work, you're probably risking your relation by not traveling and not creating such beautiful memories. Over the years, your spouse will not have any memories to fall back on if she decides to get a divorce and thus increasing the chances of such a situation.

M. Farouk Radwan

63

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

One very important advice you should stick to is that you create lasting memories in as many places as you can. For example, if you live near each other and are used to going to the same places all the time, take a step further and go somewhere different every once in a while. The point of going to different places is that with each place you go to together, your partner forms an anchor or an association that relates you to this place; the more anchors they form the more difficult it will be for them to get over you. Based on that, your mission is to create as many associations as you can; if you can, go ahead til

you turn his/her whole life into a reminder of you. Go everywhere together; try as much as you can not to miss a place.

The other important point to consider is to create associations with places your partner sees on daily basis. For example if on his way to his work there is a place where you hang out, make sure that you go there together as much as you can so that he remembers you on his way to work everyday. If it happens that he breaks up with you, everything in his life would remind him of you which in turn would get him to want you back in his life.

The more memories you create, and the stronger their intensity the more likely the person will fall for you and the less likely he will want to break up with you.

Why did he stop loving me?

Sometimes a person may stop loving you after a long loving relationship, and with no apparent reason. The reason is usually not apparent to you and sometimes not even to the person himself; now after you've learned so much about the psychology of love, you must've guessed what really happened.

A person may stop loving you if one of the following two things happens:

- You no longer match his subconscious criteria because you've changed
- His own criteria have changed and so you are no longer the best match.

In the first case, the person may have discovered something new about you that violated his criteria. What if a girl, who deeply values honesty, didn't know that her man wasn't honest and then one day suddenly discovered that by mere coincidence? If honesty isn't that important to her, nothing will change but if she does seriously value honesty then she'll probably fall out of love for him.

In the second case, the person's criteria may have changed because of a major life event, which in term no longer makes you the perfect match. Suppose that a girl didn't value honesty and that she loved a man who wasn't honest. If one day this girl faces a situation where she gets into serious troubles on account of someone's lack of honesty, her subconscious criteria will be updated to include M. Farouk Radwan

64

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

honesty, and the result will be her falling out of love because her man no longer matches her criteria.

The solution to both problems is simple, but requires some hard work on your side. You must keep an eye, always monitoring your partner's subconscious criteria, just in case there are any major changes. Of course these changes don't happen often; they may even happen once every few years, but still, this is something you'll want to keep under your radar.

You must make sure that you always match your partner's major criteria else he may start feeling like he's falling out of love for you. The other thing you should do is to make sure that he doesn't discover anything about you that would violate his most important criteria. By doing so, you will be ensuring that your partner doesn't fall out of love for you, not even in a hundred years.

You don't love me

When I talked about repetition and its effect on the subconscious mind, I mentioned that you could completely convince someone of believing in something by just repeating it many times. What lots of people mistakenly do is convince their partners that their partners no longer love them by repeating messages and phrases, like the following, that program their partner's minds.

See the following examples:

- You didn't come on time; you don't love me!
- If you cared about me you wouldn't have done so
- You no longer love me; you used to be more kind
- I am not important to you
- You always ignore me, it's like you don't love me at all.

As you can see, these phrases are very popular ones and the big problem is that all of them program your partner's mind and convinces him that he really doesn't love you.

After hearing these phrases for hundreds of times, the person will start wondering to himself, do I really love her? Did I make the correct choice? Why did I take this step?

If you are currently in a relationship, then know that these phrases are harmful to the long term continuity of the relationship. Try to get your meaning through without having to tell him that he doesn't love you. For example, instead of telling him something like "You don't love me", try saying something like "If you want to show me real love then you should come on time". Use positive statements that have the same meaning, instead of negative ones. The most important thing
M. Farouk Radwan

65

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

is to not use phrases that can program him to really stop loving you. Beware of your words; they can be way more powerful than you think.

Seeking compatibility

Even if you're over the moon for someone, you've got to ask yourself this very important question; are we compatible for each other?

Many relationships start under the name of romance and love at the first sight but later come to a tragic end because of the lack of compatibility between them.

When I talk about compatibility, I mean their ability, as partners, to live together for the rest of their lives. Don't get me wrong and say something like "I love him and I don't mind spending the rest of my life with him". This is not what I'm talking about, I'm not talking about your ability to stay with him for a long period of time; I am talking about your ability to spend the rest of your life with someone who has a completely different personality than yours.

If you are a very outgoing person and enjoy hanging out with a lot, you may find it hard to live with an introvert who prefers staying at home. He will want to stay in a calm place, preferably his home, while you will want to go here and there. At the beginning, it may not seem like a big deal but as time passes, you will both become frustrated and then you'll find it very hard to live together. This was just a simple example, but in the real world, there are going to be lots and lots of differences between you both.

The key to a successful relationship is whether the couples can determine if they can live together for the rest of their lives, all the while maintaining an ability to deal with their differences.

This won't happen until you have a real understanding of your partner's personality and behavior. We don't live in a static world and you are going to face lots of ups and downs while being together. If your combined personality traits can weather these storms that will come along, then you will be to live together successfully.

It's far more important to choose someone who is compatible with you than to make someone fall in love with you. After all if you manage to get someone fall in love with you and then later found out that he is not compatible with you then you're doomed for a great failure.

I am not asking you to let go of your emotions, choose a person you love, but after you do so you have to let him pass by a small check list

in order to know if he is going to be compatible with you or not.

M. Farouk Radwan

66

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Final words

Making someone fall in love with you is not as hard as it seems; if you just follow the two steps I have been referring to throughout the book, then you shouldn't face any problems. Those two steps are

Holding the best research about that person.

Make use of the gathered information the best you can.

With that research and the information you've gathered, you shouldn't have a problem convincing them indirectly that you're the one to satisfy their unmet needs. It's like finding the right combination of personality traits that are complementary to his needs then using a positioning strategy to show him that you have them.

Appendix A:

Determining representational system:

You can easily know if that person's a visual, auditory or kinesthetic person by watching out for the following signs:

Behavior of the visual representation system category:

- They talk very fast; they tend to think by imagining pictures and so they have to speak fast to keep up with the images in their minds.
- They tend to use their hands a lot; have very expressive body language.
- They may not eat specific food because they don't like how it looks.
- They judge things to be nice by just looking at it; comment on your cell phones without even checking it out.
- They take hasty decisions
- They remember faces better than names.

Behavior of those with an auditory representation system:

M. Farouk Radwan

67

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

- Clear voice with all the letters clearly pronounced.
- Easily distracted by noise
- Won't necessarily maintain eye contact in a conversation.
- Finds it very easy to remember phone numbers and names.

Behavior of those with kinesthetic representation system:

- Speak slowly like they need to feel the words before uttering them.
- Rarely use their hands in talking, posture rarely changed.
- Take their time when making a decision.
- Take their time to develop intimate relations.

Appendix B:

Effect of color on your positioning strategy:

The effect of color on your positioning strategy:

Black: Reflects authority and power. Gives best effect on those who need protection.

Blue: Makes you look more loyal. Best used when the person has problems trusting others.

Red: Makes you look more energetic. Best used with people seeking an outgoing and energetic person.

White: Makes you look innocent and pure. Best used with people looking for innocence and purity.

Purple: Purple is a mixture of red and blue. Purple combines the strength of the red color and the calmness effect of the blue. Purple could reflect elegance, wealth, mystery and authority. Best used when the person you are targeting needs a mysterious or wealthy person.

Pink: Pink reflects innocence and kindness. Best used when you are targeting a person who's been hurt in the past.

You can even use different color combinations to give the effect of two

or more colors together. Another good thing you can do is to wear the color that your target prefers most. Whenever he/she sees you, the color will make them feel M. Farouk Radwan

68

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

good and relaxed and may end up thinking you're the one causing them those positive emotions!!

Appendix C:

Collecting the information:

Every small action that a person takes, every single word he says and every thing that is related to him in a direct or indirect way reveals some information about his personality. The aim of this appendix is to draw your attention to the small clues that everyone unconsciously leaves so that you can know more about him.

These are only a few examples that aim to let you know the approach of information collection. After all, there are millions of possibilities and so it's very important that you understand the approach itself instead of just understanding those examples. All the possibilities in the world can't be listed, but grabbing the approach of information collection can help you cover all of these possibilities.

These examples simply tend to alter your mindset in such a way that you know what kind of information you can look for and how to look for it.

The following are examples of clues that can reveal information about someone's personality:

- A girl who talks a lot about her father is more likely to be very attached to him, and so playing a fatherly role can bring strong

results. The same goes for a guy who talks a lot about his mother.

- A girl or a guy who doesn't put a profile picture in social networking websites may be suffering from a self image problem. In this case, you can use the "Provide him with what he needs" technique.
- People who take wide steps in their walk are confident.
- Those who exert heavy pressure while stepping on earth are persistent people.
- Those who drag their feet behind them may be depressed; these people are very vulnerable to induced addiction.
- A cat walk is usually associated with a showy personality; you just need to impress that person in order to make him admire you.
- Those who always cross their arms may be shy people; they are easily attracted to confident people.
- Those who are always busy, doing more than one thing at a time are type A Personalities. They may become attracted to determinant and ambitious people.
- Those who have a very large friend list on social networking website are most likely to be feeling lonely; they try to compensate for this loneliness by knowing more and more people.

M. Farouk Radwan

69

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

- Visuals speak fast, auditory people speak clearly and kinesthetic people speak slowly. Make sure you check Appendix B if you haven't done so.
- Those who drive fast may be risk takers; they may be more welcoming to new experiences than others.
- People who look both sides many times before crossing the street are

cautious people; don't expect them to love you before they feel secure.

- Slim people are emotional y sensitive, make sure you don't shout. You have to be very romantic when dealing with them.
- Those who spend all the day on facebook or other social networking websites are craving for intimacy; provide them with it and you wil have a greater chance of making them love you.
- Those who cal you more than once in less than 5 minutes are impatient, you'd better be a fast mover else they wil get bored.
- Those who make lots of typing mistakes on msn are impatient too; they just can't wait to revise what they have written.
- Those who sleep for extended periods of time may be depressed or disappointed
- Just like you can use colors for positioning yourself, you can use them to determine someone's personality. Make sure you check appendix C
- Those who sleep face down are obsessed by being in control and they may be feeling insecure
- Those who sleep on their backs fear nothing; all techniques that exploit insecurities may not work with them

Now, after you've understood the basic idea and after you've seen how small details can lead you to knowing someone's personality, here are detailed guides that elaborately explain how you can know a lot about someone's personality by watching out for the smallest of clues. Most of the previous examples were taken from the below guides, so if you've been wondering where I got al the information that led to me to these judgments; I got them from the guides below.

- You can tel a lot about a person's personality from their doodles. Check out this following link,

[http://www.2knowmyself.com/Doodles_analysis_psychology/
doodles_inter pretation_personality](http://www.2knowmyself.com/Doodles_analysis_psychology/doodles_inter pretation_personality)

- You can tel a lot about a person's personality from their facial features.

Check out this following link,

http://www.2knowmyself.com/face_reading/face_reading_main

- You can tell a lot about a person's personality from their body language.

Check out this following link,

http://www.2knowmyself.com/body_language/body_language_main

- You can tell a lot about a person's personality from their music preferences. Check out this following link,

M. Farouk Radwan

70

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

http://www.2knowmyself.com/Music_psychology/Music_Preferences_personality

- You can know more about the different personality types using this following link,

http://www.2knowmyself.com/Personality_type_theories/different_personalities_psychology

- You can know a lot about someone from their handwriting. Make sure you check this following link

http://www.2knowmyself.com/communication_skills/Graphology_handwriting_analysis

- You can know more about someone's personality from their body type.

Check out this following link:

http://www.2knowmyself.com/miscellaneous/ectomorph_mesomorph_endomorph_body_types

M. Farouk Radwan

71

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

HOW TO GET OVER ANYONE IN FEW DAYS

breakups will never hurt like before

M.Farouk Radwan

Check out 2knowmyself other books

How to get over anyone in few days

About the book

This book is a 100 percent guarantee that you will get over any person, if the book didn't work you will be fully refunded back. All you have to do is read the book well and apply what's written exactly. If nothing changed I will gladly refund you back. Again I am proudly repeating it, it's a 100% guarantee that you will recover, not 99 nor 98 or 97.

This book is by far the most powerful guide in the world to getting over someone.

The book is not just different than other books that tackle the same subject but it's not even comparable to them.

M. Farouk Radwan

72

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

The book will make the worst breakup ever become a simple state that you can recover from in few weeks if not days. Personally I get over the worst breakup ever in three days but this is not how I used to be, I used to feel broken and stayed depressed for months until I grasped extensive knowledge about the psychology of love. This book intends to transfer to you this knowledge that can make you forget about anyone in few days.

Even if you were so deeply in love, after reading the book and applying what is in it you will have no emotions towards that person. If you feel that the person you love is your soul mate and simply can't get over him/her then after reading this book and applying what's written he/she will become to you just like a brother or a sister.

Moreover, breakups will never affect you the same way they used to affect you after this book.

Few days after applying what's written you will start to feel better, by the second week you will recover up to 50% which will lift your mood and you will start feeling better everyday. The only thing you have to do is to stick to what's written.

The other thing that makes this book different is that it's a 100% guarantee that you will recover unlike other books that just promise you to feel better. I have helped thousands of people to completely forget about the people they were in love with using the techniques in this book. Again I am repeating it strongly and clearly, it's a 100% guarantee that you will recover.

This book is not about intuitive tricks or logical ideas that can be easily guessed like "be strong", "stop thinking of her" or "focus on other things" but is rather one that is based on complex psychological principles simplified enough to be understood by all. All of the techniques in this book are backed by psychology and scientific research. The techniques in the book are derived from Love psychology, Friendship psychology, Neuro-linguistic programming, subconscious mind programming, Behavioral psychology, Hypnosis, Physiology and scientific research.

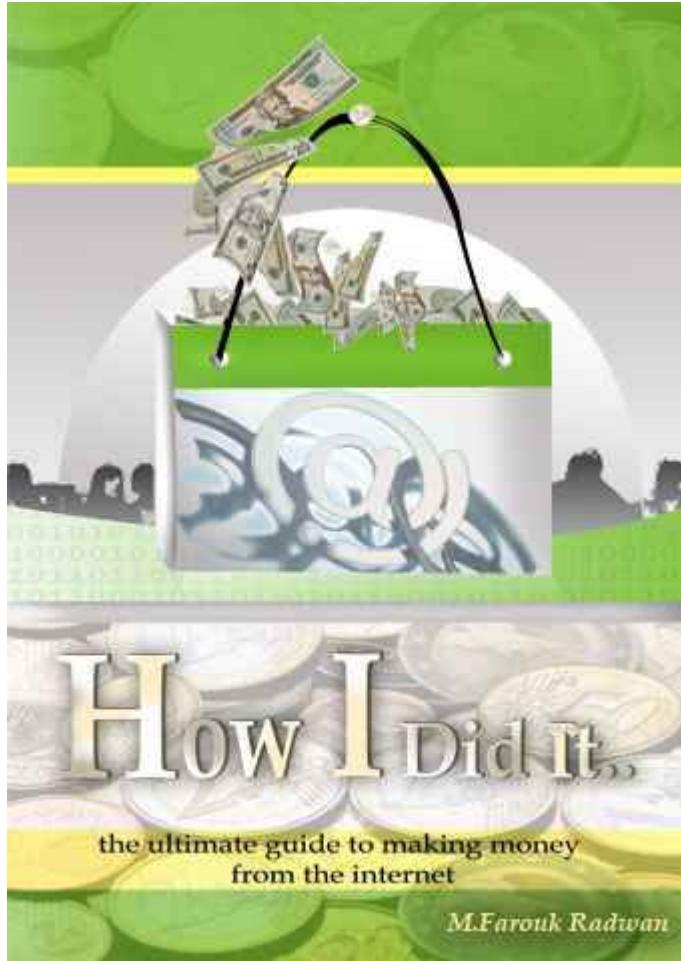
If you think that falling in love should involve suffering, pain, feeling bad or becoming depressed then don't proceed as the book will permanently change your breakup habits. I am not responsible if you never felt bad when breaking up with someone or if you become insensitive when you apply the techniques in the book during your breakup. Don't worry, the book won't affect your ability to love and to be loved but it will just change your beliefs when it comes to breakups
M. Farouk Radwan

73

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008



How I did it

About this book

November 2, 2006

2knowmyself.com making 0.8 USD dol ars/day

August 2, 2008

2knowmyself.com making thousands of dol ars/month

M. Farouk Radwan

74

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Today, you can make the same amount of money from your home and even without leaving your bed by just following what's written in the book. This book will definitely allow you to make the same amount of money if you applied what's written in it exactly. This book does not contain information that I have read about somewhere nor does it contain advices that I believe might work, but instead, it contains the approach that I followed to develop from scratch a website that generates thousands of dol ars/month.

The book explains every single small detail about what I did in order to make 2knowmyself.com a money making machine. I did not spend money advertising for my website nor I have spent hundreds of hours marketing for it, I just followed an approach that if anyone followed, he will make the same amount of money from a website.

I don't only hold a master in business administration nor do I only hold few respectable computer certificates but I also have the practical experience of creating a successful e-business. In less than 1.5 years a website that contains no more than free articles is now generating an amount of money that a well respectful employee won't earn even after years of experience.

Why you should buy this book?

Simply because you will get your money back in the first month. By just applying what's in the book you will be able to bring yourself some good cash in a very short period of time. What a successful investment is it to pay a small amount of money then get a lifetime source of income.

The book contains all the discoveries that I made regarding what works and what doesn't work in the E-business world. It could take you years

to reach the same findings, i am giving them to you in one book.

This book wil not discuss 2knowmyself as a money making website because it's intended for anyone who wants to start a successful money making website that doesn't have to be related to my website at al . I only took from 2knowmyself.com universal concepts that could be applied in any kind of online business.

You don't have to have any background about making money online as the book wil give you every small detail that you need to make money from a website, starting by marketing concepts up to the HTML code you should use. The book contains information that roots from many sciences and sources including marketing, management, psychology,selling skills,website optimization,customer service,e-commerce, research methodology in addition to my practical experience.

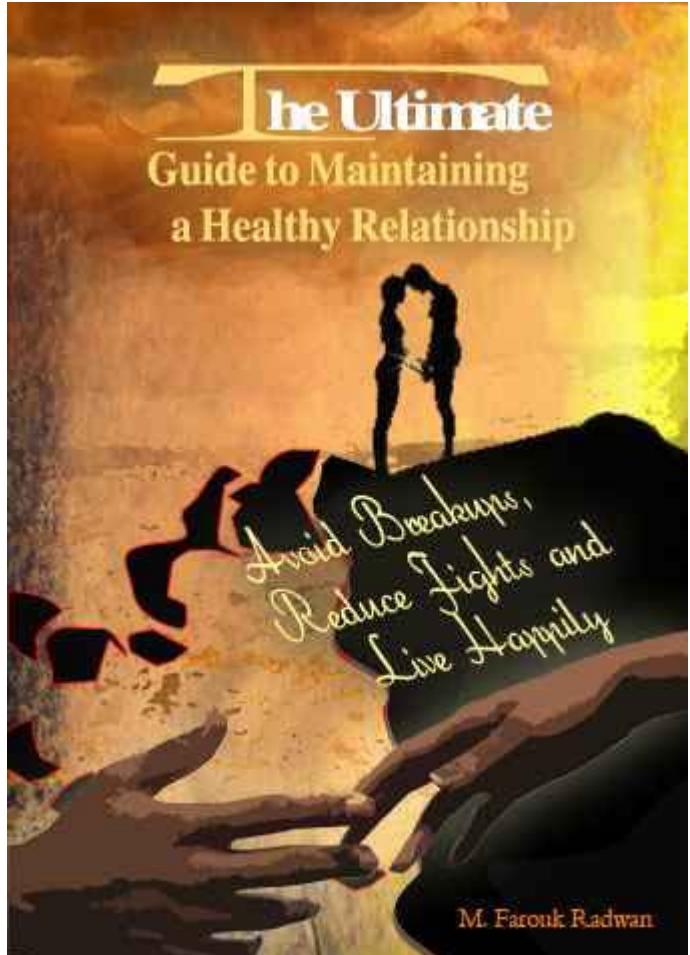
M. Farouk Radwan

75

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008



The approach explained in the book is very simple, straight to the point and very practical. The implementation of the ideas inside the book is going to be a very easy task since every small detail is explained and supported with graphical illustrations, this is not the kind of book where you will find information that couldn't be applied or that aren't practical enough.

Unlike all other books, the money you are going to pay this time is going to be returned back to you if you follow what's written in the book, in addition to profits. The money you are paying is an investment, and the return on investment is going to be much bigger than the initial amount you will pay. The least thing this book can do for you is bringing you back your money in a short period of time, in addition to some profits.

M. Farouk Radwan

76

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

Do you always find yourself fighting with your relationship partner?

Are you unhappy or dissatisfied with your relationship?

Do you fear breakups??

Do you wish that you would have had more understanding of your partner and yourself?

Do you wish to have a happy and stable relationship?

This book is not an ordinary relationships book that gives advices that are known to the common like “Be nice to him” or “buy her gifts”, but instead it gives you numerous methods that are based on psychology which can help you have a healthy relationship that has less fights and that keeps both of you happy and satisfied.

If you got a simple understanding of the human nature from the psychological perspective you will understand that invoking emotions into other people is a very simple task, whether they are bad or good emotions, by just following simple actions you can completely change the mood of the person you love and so the result will be sustaining the relationship.

The book will give you all the information you need to control someone's mood, to calm him down, to reduce fights with him, to deal with him even if he had a difficult personality type and to prevent breaking up with him.

What is different about the book?

This book is not about intuitive tricks or logical ideas that can be easily guessed like "be nice to him" or "buy her gifts" but is rather one that is based on complex psychological principles simplified enough to be understood by all. All of the techniques in this book are backed by psychology. The techniques in the book are derived from Love psychology, Friendship psychology, Neuro-linguistic programming, subconscious mind programming, Behavioral psychology, Hypnosis, personality types psychology in addition to psychology of anger, guilt, fear, sarcasm, managing change and relationship dissatisfaction.

What can this book do for you?

You are getting the following benefits out of the book:

- Maintaining a healthy relationship
- Dramatically Reducing fights
- Dealing with difficult people like, sarcastic, over sensitive, arrogant, Type A, stubborn, narcissistic personalities and more

M. Farouk Radwan

77

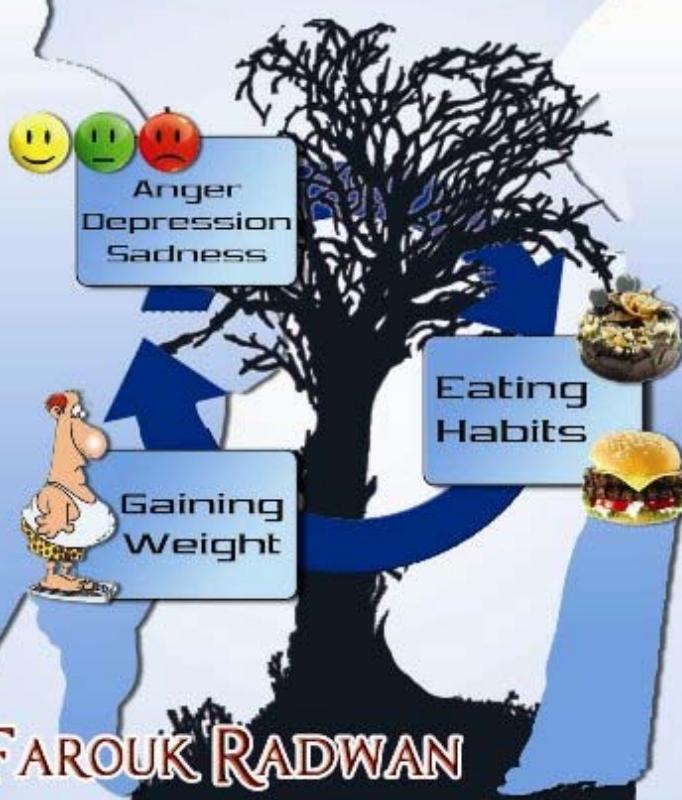
<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copyright © 2008

THE ULTIMATE GUIDE TO WEIGHT LOSS

Diet is never the solution



M.FAROUK RADWAN

- Maintaining love in your relationship instead of letting time erode it
- Avoiding breakups
- Getting more understanding of your self, your partner and others
- Learning how to handle anger, sadness, frustration and disappointment with your partner and with everyone else

- Knowing how to change something that you don't like about your partner
- preventing yourself and your partners from being programmed by friends, relatives, media or any other source that can negatively impact your relationship.
- Learning how to express your needs, wants and desires without being aggressive and without letting go of any of your rights
- Lots more

The Ultimate guide to weight loss

About the book

M. Farouk Radwan

78

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

I guarantee that applying the techniques in this book will result in letting you lose your unwanted extra pounds and having a great body without a lot of effort.

This book will allow you to permanently lose weight and to have an ideal body shape without preventing yourself from eating your favorite food or undergoing a diet. The reason this book can help you lose weight in such an easy way is that it doesn't contain simple techniques that are based on motivational advices or logical tips but instead it contains effective techniques that are based on psychology, physiology, NLP, hypnosis and other sciences.

The techniques in this book were followed by some people before it was published and the result was a dramatic change in their weight and looks. All of them lost all of the fats that they had, and in addition, most of them developed an athletic body shape.

Depending on a diet to change your body shape may be a successful short term solution but on the long run you will return back to where you started and will regain back your lost pounds. I am not saying that dieting is useless or that all of those who start a diet will eventually fail to lose weight but what I'm saying is, in order to lose weight you are in need of much powerful techniques for weight loss other than the simple ones that are already known to everyone and that are not effective.

If you followed the techniques that are found in this book I guarantee that you will lose all of your unwanted extra pounds and have the body you always dreamed of. Losing weight is much simpler than what you could have imagined but you just need to know how to do it the right way, and this is what this book is here to do.

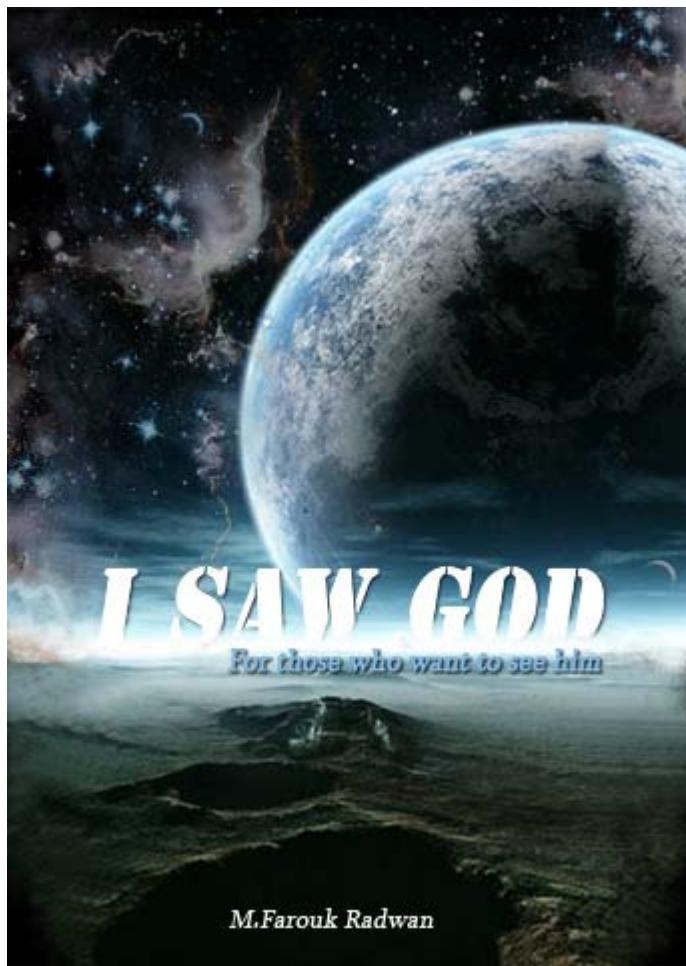
M. Farouk Radwan

79

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008



I Saw God

About the book

This book provides scientific evidence that prove the existence of god, with levels of probabilities that are not subject to debate or revision. The facts are crystal clear and 100% scientific; after knowing these facts, you'll come to the conclusion that there is no other possibility

other than the presence of a mighty creator who planned this all.

This book does not prove that God exists through philosophies or emotional arguments because they can be easily refuted but instead it provides crystal clear evidence on God's existence through scientific facts.

M. Farouk Radwan

80

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

What can this book do for you

This book is intended for those who doubt God's existence and for those with shaken beliefs about God. Whether you are a believer or not, sometimes you may find yourself asking questions like:

Why did God leave me?

Why is God doing this to me?

Why do humans suffer?

The book will not only directly answer these questions but will provide you with solid clues that hinder the shaking of your belief in God's existence ever again, no matter what happens. The facts found in this book will have you reach the conclusion that there are no other possibilities except the existence of a mighty creator.

This book is for those who want to see God

What's different about the book?

Unlike most other books, the book doesn't use philosophy, logical arguments or emotions in proving God's existence but it only uses scientific facts that can be easily understood by everyone yet very powerful to convince the reader that nothing occurred by chance. This

book is for those who want to have faith and proof.

M. Farouk Radwan

81

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The Ultimate Guide to getting over depression, mood swings & bad moods

Kill depression, stabilize your mood and feel great



BY: M.Farouk Radwan

The Ultimate guide to Getting over depression

About the book

Be a positive thinker

Become more optimistic

Do something new or travel somewhere

Talk to a close friend

You heard them all

You applied them all

and they all didn't work

If this book didn't help you feel better ask for your **money back**. By buying it now you will either get a mood improvement or your money. Personally I believe that this is the only depression book being sold that offers a full money back guarantee.

M. Farouk Radwan

82

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

The title "The ultimate guide to getting over depression" was not selected for nothing or by chance. This book Will without doubt help you feel much better, get rid of your depression, have a more stable mood, understand your bad feelings deeply, learn how to deal with them and live a much happier life.

Depression and other bad moods are nothing more than messages sent to you by your mind in order to take some kind of action. If you managed to take action as soon as the message is received the message will disappear, but if you failed to interpret the message you might live with the bad mood for a long period of time.

This book will give you a very deep understanding of your emotions and then will tell you the best way to respond to them in order to let the bad feelings disappear in no time.

What's different about the book

This book does not contain traditional advices like "be a positive

thinker", "learn to love life" or "be optimistic" but instead it contains direct and practical advices that are based on psychology, subconscious mind programming, cognitive behavioral therapy, gestalt therapy, expressive therapy, psychodynamic therapy and interpersonal therapy that will help you feel much better as soon as you start applying them.

This book doesn't offer quick fixes that last for few days then lose their effect later on like "You need to travel", "take few days off" or "talk to a friend" but instead it provides permanent solutions to depression, mood swings and sadness.

The book won't only help you understand these emotions and their root causes but it will also give you practical and effective steps that will help you get rid of them, reduce the bad effect they are having on your life and prevent them from visiting you again.

The book offers a money back guarantee in case it didn't help you feel better. Since I know the book is effective and different I am offering you a 100% money back guarantee.

How effective is it

I am sure you have read more than a dozen self help books that talk about depression, took various kinds of medication and asked everyone you know for advice without finding any signs of relief.

I really hate marketing hype, those who overly hype their inferior products and those who fool people into buying things that they don't need but for the sake of letting you know M. Farouk Radwan

83

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008

the truth, i have to say that this book will be the end of your suffering, a turn point in your life and a permanent change in the way you see life and bad events.

This book guarantees that your mood will change and your life will become happier as soon as you start applying what you read in it. The

book will not only tell you how to get over depression but it will also tell you how to get over mood swings, how to deal with suppressed emotions, how to control your emotions, how to prevent bad moods, how to become emotionally resilient, how to eliminate stress from your life, how to channel your anger correctly and how to live a happier life.

This book will definitely give you a strong permanent push to your mood that will last forever. In short, this is the best depression book you are ever going to read. If after reading it you found something different, please let me know and I will remove this statement from this page.

M. Farouk Radwan

84

<http://www.2knowmyself.com>

The Ultimate Source for self understanding.

Copy right © 2008